

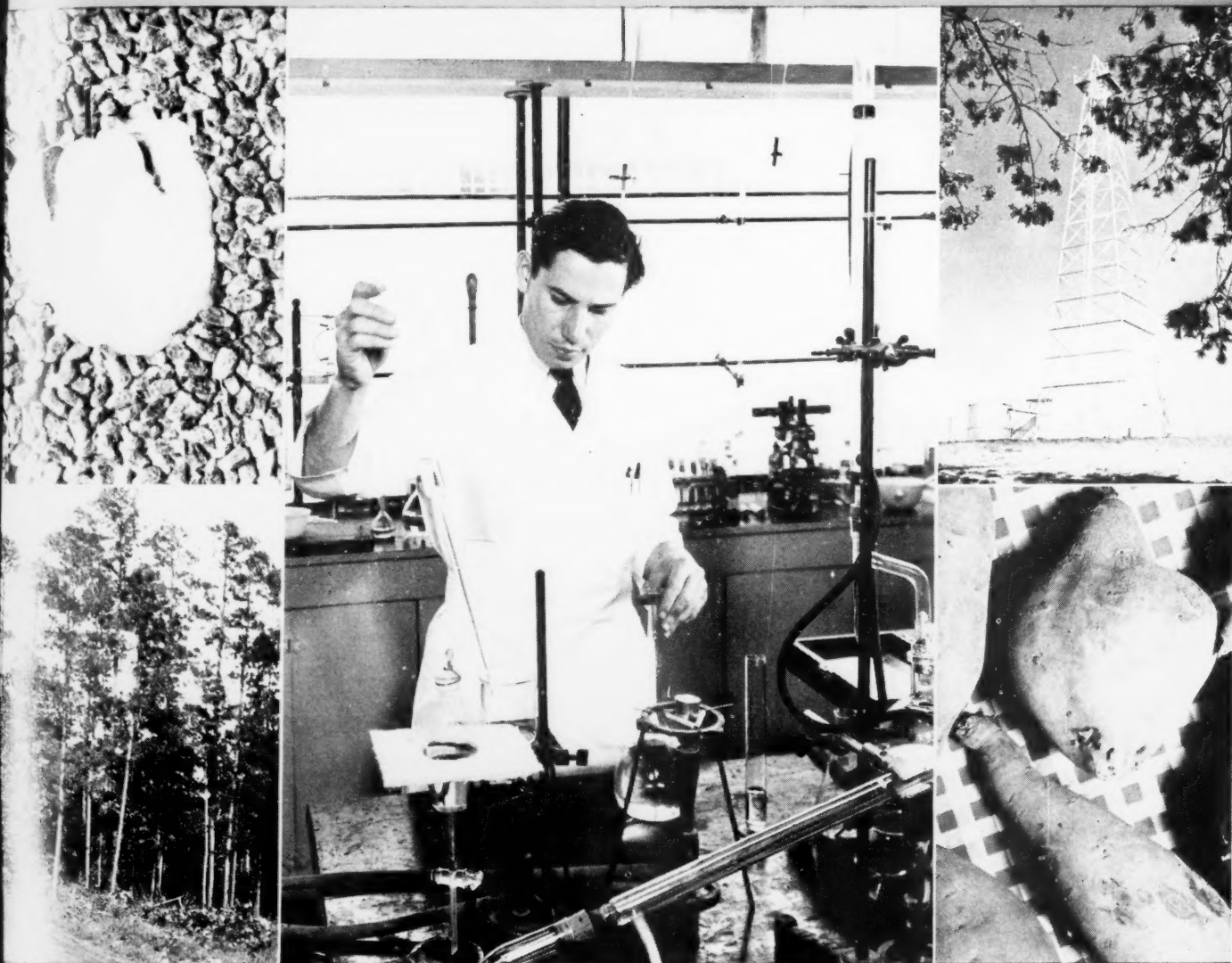
Southwest

APRIL
1938

20
CENTS

BUSINESS

Published at Dallas in the interest of the Southwest since 1922



—Photographs by PARKER-GRIFFITH

CHEMISTRY: New Partner of Southwestern Resources

Air Conditioning Edition

Number II

G-E AIR CONDITIONING PAYS FOR ITSELF



The Gulf States Building at Dallas ... particularly emphasizes a desirable atmosphere of cool comfort. Air Conditioned by General Electric ... the equipment includes 250 Room Air Conditioning Units and 2 Central Plant Air Conditioners.

People prefer to work in air conditioned comfort. They are more alert—more efficient—more interested in their work. Executives recognize the advantages of locating in an air conditioned building.

With an economical G-E installation, you can demand first class tenants, which means better collections and larger revenues. *Your G-E Air Conditioning system can pay its own way!*

And when you specify General Electric, you know from the start you have the finest air conditioning equipment money can buy. Your building will remain modern for years to come!

G-E provides all the "big" little things that make up *true* air conditioning—quiet operation—air cooling—controlled ventilation—adequate dehumidification—and good air distribution to carry comfort throughout your building.

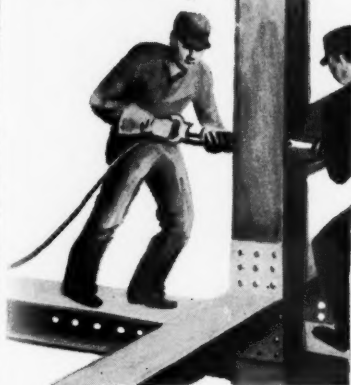
Your G-E Air Conditioning system is custom-tailored to your specific needs, from a broad line of G-E designed and G-E built equipment. It is correctly applied to your building by G-E trained engineers. This G-E method is your assurance of maximum efficiency and economy.

We will gladly arrange for a **FREE** air conditioning survey of your building. This engineering proposal will tell you the true owning and operating costs of your installation. Telephone or write us **TODAY!**

GENERAL  ELECTRIC AIR CONDITIONING

There IS a difference in Air Conditioning!

SERVICE *builders.*



WELDED TOGETHER *as a single unit*

Fashioned as steel upon steel . . . A service organization, flexible enough to yield to your specific demands—yet firm enough to provide faultless operation . . . that is

Affiliated

NATIONAL HOTELS

ALABAMA

THOMAS JEFFERSON Birmingham

ILLINOIS

HOTEL FAUST Rockford

LOUISIANA

JUNG HOTEL New Orleans

HOTEL DESOTO New Orleans

MISSISSIPPI

HOTEL RIVIERA Biloxi

NEW MEXICO

HOTEL CLOVIS Clovis

OKLAHOMA

OKLAHOMA BILTMORE Oklahoma City

HOTEL HUBER Muskogee

HOTEL BELMONT Okmulgee

HOTEL SAPULPA Sapulpa

HOTEL ALDRIDGE Wewoka

TEXAS

STEPHEN F. AUSTIN Austin

HOTEL SETTLES Big Spring

HOTEL BROWNWOOD Brownwood

HOTEL SOUTHERN Brownwood

HOTEL LAGUNA Cisco

HOTEL CLIFF TOWERS Dallas

HOTEL DONNA Donna

HOTEL CORTEZ El Paso

HOTEL TEXAS Fort Worth

HOTEL BUCCANEER Galveston

HOTEL JEAN LAFITTE Galveston

CORONADO COURTS Galveston

MIRAMAR COURT Galveston

HOTEL CAVALIER Galveston

HOTEL LUBBOCK Lubbock

HOTEL FALLS Marlin

HOTEL GHOLSON Ranger

HOTEL CACTUS San Angelo

ANGELES COURT San Antonio

VIRGINIA

HOTEL MOUNTAIN LAKE Mt. Lake



AFFILIATED

NATIONAL HOTELS

HOST TO THE NATION

Volume 17 April, 1938 Number 4

Southwest BUSINESS

Established 1922

Published by

THE DALLAS CHAMBER OF COMMERCE
in the Interest of the Great Southwest

CONTENTS FOR APRIL

	Page
The Southwest Stands Out as a Favored Region in Agriculture	5
By Frank A. Briggs	
Scottish Rite Hospital Is a Symbol of Hope for Crippled Children	6
By Walter C. Temple	
Chemists' Convention Promises Impetus to Industrial Development	8
Air Conditioning Benefits Spreading	9
Home Installations Are Next Big Air Conditioning Field	10
By O. W. Bynum	
Business Men Pioneers in Use of Air Conditioning	11
By James P. Barnes	
Air Conditioning Ends Long Quest for Physical Comfort	12
By Joe Hoppe	
Room Units Provide Flexible Air Conditioning Systems	13
Modern Homes Require Comfort Standards	13
By Charles L. Kribs, Jr.	
Peaslee-Gaulbert Creates New Merchandise Mart	18
Graphic Review of Dallas Business	19
The March of Business	20
Dallas Business; Business Review	22
April Designated Perfect Shipping Month	34
By J. M. Cody	

ANDREW DeSHONG, Editor
HUGH CARGO, Staff Artist
EARL Y. BATEMAN, Manager

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies 20 cents. Foreign \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 7-8451. Night Telephones: Editorial 58-4981; Advertising 5-3586. Southwest Business is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither Southwest Business nor The Dallas Chamber of Commerce stand sponsor for or are committed by the views expressed by authors in these articles.

FRESH UP *with*



YOU LIKE IT—
IT LIKES YOU

7up DALLAS CO., Inc.

2700 Live Oak

3-4127

Ask Your Grocer for . . .

FAIRWAY

Vinegar - Blueing - Furniture Polish
Made in Dallas

Dallas Vinegar & Blueing Co.
DALLAS

2-0776

"49 Years in Dallas"

J. W. LINDSLEY & CO. REALTORS

Our 49 years experience
in handling Real Estate
in Dallas enables us to
give quick and efficient
service in filling your
needs.

We Specialize in Industrial Property
1209 Main St. • Phone 2-4366

Honor Roll

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section

Date Established	Years Old	Name
1869	68	The Schoellkopf Co. <i>Famous the World Over</i>
1872	66	E. M. Kahn & Co. <i>One Policy, One Ownership, One Location</i>
1872	66	Huey & Philp Hardware Co. <i>Wholesale Hardware</i>
1873	65	Walples Platter Company <i>Wholesale Groceries</i>
1875	63	Higginbotham Pearlstone Hdwe. Co. <i>Wholesale Hardware</i>
1875	63	Dallas Transfer & Terminal Whse Co. <i>Warehousing</i>
1876	62	Chas. Ott, Inc. <i>Safe, Guns, and Locksmith</i>
1876	62	Fakes & Company <i>Wholesale and Retail Furniture</i>
1876	62	Chas. L. Dexter & Co. <i>General Insurance Agents</i>
1876	62	Griffiths & Company <i>Lumber, Building Material and Roofing</i>
1876	62	Trezevant & Cochran <i>Insurance General Agents</i>
1877	61	Linz Bros. <i>South's Greatest Jewelers</i>
1883	55	Barrow, Wade, Guthrie & Co. <i>Accountants and Auditors</i>
1884	54	Henry Pollock Luggage <i>Luggage, Best on Earth</i>
1884	54	Gibbard Investment Co. <i>First Mortgage Loans</i>
1884	54	O. K. Harry Steel Works <i>Sheet Metal Manufacturers</i>
1884	54	R. H. Dearing & Son <i>Drilling Contractors and Oil Producers</i>
1885	53	Mosher Steel Company <i>Structural Steel, Concrete Bars, and Ornamental Iron Works</i>
1886	52	Robert Nicholson Seed Company <i>Garden, Field and Flower Seeds</i>
1887	51	Metropolitan Business College <i>Stenographic, Secretarial, Accounting and Bookkeeping</i>
1888	50	I. Reinhardt & Sons Co. <i>All Kinds of Insurance</i>
1889	49	J. W. Lindsley & Co. <i>Real Estate, Insurance & Bonds</i>
1890	48	J. M. Colville & Son <i>Printing and Advertising</i>
1891	47	Southwestern Paper Company <i>Founded in 1844</i>
1891	47	Jno. Deere Plow Company <i>Agricultural Implements and Tractors</i>
1892	46	The Egan Company <i>Printers and Publishers</i>

Date Established	Years Old	Name
1893	45	Fleming & Sons, Inc. <i>Manufacturers of Paper and Paper Products</i>
1895	43	Hunt Grocery Company <i>Complete Food Department Under One Roof</i>
1895	43	Fulton Bag & Cotton Mills <i>Burlap and Cotton Bags, Tents and Tarpsaulins</i>
1896	42	Briggs-Weaver Machinery Company <i>Industrial Machinery and Supplies</i>
1897	40	Merchants Retail Credit Association
1900	38	The Murray Company <i>Manufacturers of Cotton Ginning Machinery</i>
1901	37	Mason Engraving Company <i>Steel and Copper Plate Engravers</i>
1901	37	Dallas Plumbing Co., Inc. <i>Plumbing and Heating Contractors</i>
1902	36	The Exline-Lowdon Company <i>Lithographing and Printing</i>
1902	36	Cullum & Boren Company <i>Sporting and Athletic Goods</i>
1902	36	S. L. Ewing Company <i>Typewriters, Adding Machines and Supplies</i>
1903	35	Republic Insurance Company <i>Fire Insurance</i>
1903	35	Southwestern Life Insurance Company <i>Life Insurance, A Texas Institution</i>
1904	34	Atlas Metal Works <i>Metal Manufacturers</i>
1906	32	Hesse Envelope Company of Texas <i>If it's an Envelope Hesse makes it</i>
1906	32	Dallas Title & Guaranty Co. <i>Oldest in Texas</i>
1906	32	Dallas Towel Supply Company <i>Linen Supply Service</i>
1906	32	Elliott Shiels Planing Mill Company <i>Millwork</i>
1908	30	Stewart Title & Guaranty Company <i>Abstracts of Titles</i>
1909	29	Ideal Laundry & Dry Cleaning Co. <i>Dry Cleaning and Laundry</i>
1910	28	Hedgecock Artf. Limb & Brace Mfg. Co. <i>Artificial Limbs</i>
1911	27	Graham-Brown Shoe Company <i>Manufacturers and Jobbers of Shoes and Boots</i>
1912	26	American Transfer & Storage Co. <i>Warehousing, Local and Long Distance Moving</i>
1912	26	Potts-Knauer Leather Company <i>Shoe Findings</i>
1913	25	Wyatt Metal & Boiler Works <i>Steel Plate Fabricators and Metal Workers</i>
1913	25	Hart Furniture Company <i>Complete Home Furnishings</i>
1913	25	The Texas Employers Ins. Assn. <i>Workmen's Compensation Insurance</i>



Southwest . . . BUSINESS

VOLUME 17

MARCH, 1938

NUMBER 3

The Southwest Stands Out as a *Favored Region in Agriculture*

SOME months ago the Bureau of Agricultural Economics issued a statement to the effect that the farm cash income from the sale of products in 1938 would probably be slightly under the total for 1937. This prediction may prove true for the nation at large, but not necessarily true for favored regions.

In 1937, the farm cash income for the Southwest (Texas, Oklahoma, Arkansas, Louisiana and New Mexico) showed an increase over 1936 of more than double the increase for the nation. Texas enjoyed an increase in cash income of more than \$100,000,000. This sharp increase plus the fact that the "Live-at-home" program was more generally followed, has placed the industry as a whole on a stronger economic basis than it has been on for several years. A great deal of new equipment and machinery has been purchased which will lower the cost of production in 1938. Many pressing debts have been paid; thousands of farms have been refinanced, and sense of ownership and confidence in the future resorted. Thousands of homes have been improved inside and out. Thus the industry, and I speak of it in general, and not of individuals, is in position to take advantage of whatever opportunities may come its way this year.

Seldom has the Southwest started a new season with such an abundance of surface and subsoil moisture. Indications point to one of the greatest years for heavy yields of a decade. Fruit trees are loaded; truck

By FRANK A. BRIGGS
Editor, Farm and Ranch

growers are securing surprising yields of high quality vegetables and small fruits. Pastures are lush, and one of the biggest feed crops of years is in sight. The only threat producers face is the possibility of insect damage. Entomologists agree that there is likely to be more of them this year than usual.

Balanced Farming Advanced

With the outlook for production never better at this time of the year, what about the new farm program? What have farm programs done for Texas and other Southwestern States? Businessmen, some at least, are even more concerned regarding the farm program than many of the farmers themselves. The majority of farmers seem to realize that another large cotton crop would be unprofitable. Businessmen give more consideration to the

fact that a large crop provides labor in the field, in gins, compresses, warehouses, to railroads, truck lines, etc., notwithstanding the fact that a low buying power in rural districts is eventually reflected in a loss of business in the city.

Without discussing the merits and demerits of farm legislation there are some things that these programs have done for the Southwest that will prove of long time benefit. Balanced farming has been advanced twenty-five years. Farmers and landowners have been made conscious of the need for soil and moisture conservation. The value of crop rotation and restoring of organic matter to the soil has been impressed upon thousands, and it is bringing livestock back to the farms and creating more profitable hours of labor throughout the year for every farmer who has had foresight enough to break away from the one-crop plan.

Where is the evidence? Ten million acres have been terraced in Texas and acre

(Continued on Page 27)

The agricultural industry of the Southwest is in position to take advantage of whatever opportunities may come its way this year. Dennis Hayes photo.



SCOTTISH RITE HOSPITAL IS Symbol

Raoul Jossset's lovely conception of a nurse with a crippled child, to be dedicated shortly as a memorial to those endowing the Scottish Rite Hospital. This statue is in pure white marble and is one of the works of art which will be prized by Dallas and the Southwest.

By **WALTER C. TEMPLE**

UNIQUE among institutions which mark Dallas as a progressive medical center is the Texas Scottish Rite Hospital for Crippled Children—the embodiment of the heart of a community.

The standing it has achieved during fifteen years and the way in which its medical and nursing staffs have fulfilled their primary service in the rehabilitation of thousands of crippled children are evidenced in the highly commendatory report recently made by the Council on Education and Hospitals, a division of the American Medical Association, and in recognition frequently given the various departments.

As for that other element—the generosity of those citizens whose contributions have made continual development and ever-increasing service possible—the simple fact of the existence of the hospital and its record is in itself a glowing tribute. Now, however, acknowledgement of endowments will take a less nebulous form.

Ready to be erected and unveiled at ceremonies on Easter Sunday is a memorial of heroic proportions which will constitute an important addition to the art exhibits of Dallas. Fifteen feet in height, it was sculptured from white Georgia marble by Raoul Jossset, noted French sculptor now living in Dallas. The hexagonal base will provide space for the names of those men and women whose wills have bequeathed gifts to the endowment fund of the hospital. Names of additional benefactors will be added as further bequests are made.

Symbolic of charity and kindly ministrations, the statue is the full figure of a nurse taking a crippled child under her charge.

Gifts Placed In Endowment

Bequests received are placed in an endowment fund, there to remain untouched perpetually, only the income from the fund being used. Thus the benefits of the gifts to human service will keep bright the names of the donors and will multiply through the years.

The income from a \$1,000.00 bequest will in five years take care of two children; in ten years, of four children; in twenty-five years, of ten children; in fifty years, of twenty children. A \$5,000.00 bequest will earn enough in one year to care for two children, in five years ten children, in ten years twenty children; in twenty-five years, fifty children; in fifty years one hundred children.

With the \$2,000,000 endowment fund which the trustees hope to accumulate would come the guarantee of the endless continuation on an even bigger scale than heretofore of the program of physical restoration, mental adjustment, social development and vocational training of crippled children, in the keeping of the Scottish Rite Bodies of Texas.

The hospital grounds, encompassed by Wellborn, Rosewood,

EDITOR'S NOTE: Mr. Temple is president of the board of trustees of the Texas Scottish Rite Hospital for Crippled Children. He was asked to prepare this article on the work of the hospital for publication on the eve of the unveiling of Raoul Jossset's memorial to the benefactors of the institution.

The hospital scene above shows a typical little crippled girl welcoming the ample menu provided by the hospital. Little girls must grow and gain weight. Louis German, prince of brace makers, works overtime on his job providing relief for crippled youngsters. (Center.) Skilled surgeons, versed in orthopedics, officiate in the operating room to correct crippled children's ailments.



Symbol of Hope FOR CRIPPLED CHILDREN

Sylvester and Oak Lawn Avenues in North Dallas, will be landscaped further to provide a setting for the statue. There it will guard the entrance through which thousands of children, crippled and maimed, limping their halting way through life, already have gone to receive the free, skilled attention which has enabled them to take their normal places in society.

Accomplishments of the hospital during its short history are tributes to the Scottish Rite Bodies, to the doctors, nurses and other staff members, to those prominent citizens who have given their time in service on the trustees' board, and to all the organizations and individuals whose gifts have aided in carrying on the work. They have given Dallas and Texas an institution as important to the well-rounded community as its industrial enterprises.

When the institution was first organized, the intention in giving fraternal sponsorship was to assure a permanence of existence and not to call upon Scottish Rite Bodies to provide the \$70,000 per year necessary to operate the hospital. The expected income from endowment ultimately will accomplish this.

The Scottish Rite built and equipped the hospital at a cost of \$400,000, and the doors leading into its sunny corridors and wards were opened November 16, 1923. Since then the fraternal organization has seen to it that equipment is kept up to date and obsolete methods and machinery have been discarded and replaced upon the approval of Chief Surgeon W. B. Carrell.

Although Masonic bodies, particularly the Dallas organizations, have been principal supporters of the hospital, an interesting sidelight of the interpretation of the unselfish vision of the founders is evidenced in the office records. Of approximately 11,000 children—many of whom have been hospitalized several times, thus increasing the admittance list to 30,000 patients—who have received treatment, those who have been the children of Masons number the almost negligible total of 110.

Efficiency without red tape has been maintained through the Scottish Rite management, which insists upon strict adherence to the impartial rules governing admission. From anywhere within the boundary lines of Texas, children under fourteen years of age are received without regard to the religious or fraternal affiliations of the parents.

Restrictions prohibit the admission of any child whose parents are financially able to pay for medical attention and of any child who is not crippled. One exception to the latter rule permits treatment of hare lip and cleft palate cases, the trustees interpreting those deformities as a crippled condition. Furthermore, hopeless cases and mentally deficient children are not accepted, the facilities for treatment being used to their maximum capacity for boys and girls whose condition can be cured or corrected to such an extent as to make the patients self-supporting later in life.

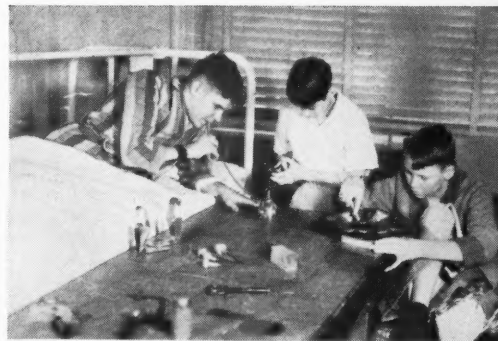
Investigation of the young applicant is made by the interested Masonic organization in his own community.

Conceived, designed, constructed and operated for the single purpose of providing treatment without cost to the child, his guardians or parents, it offers the best in surgical skill and scientific care.

The hospital is operating at full capacity with a constant average of sixty patients. During a typical month, chosen at random, there were recorded 34 operations, 110 plaster casts, 507 treatments of hospital patients in the physiotherapy department (under the capable direction of Mrs. Helen Donlon), and 62 new braces made in the institution's shop.

(Continued on Page 32)

Occupational therapy, as shown at top, right, helps restore health and normal activity for crippled children. The Texas Scottish Rite Hospital for Crippled Children, front approach. Walter C. Temple, president of the Board of Trustees, consults with Miss Annie Laurie Little, superintendent of the hospital, in regard to the welfare of their little patients. (Third from top.) These youngsters, typical of this hospital's happy patients, seem to be having a splendid time.



Chemists' Convention Promises Impetus to Industrial Development

DALLAS is host during April to a number of the most important conventions that have ever met here, including the annual convention of the American Chemical Society, meeting for the first time in Texas.

The American Chemical Society convention will not only bring to Dallas the men and women responsible for the fast growing new chemical industries—industries which are changing the entire industrial and agricultural outlook of the South and Southwest—but is also bringing the city invaluable newspaper and magazine publicity throughout America.

Among the other important conventions on Dallas' April calendar are the joint meeting of the Texas Cotton Ginners Association and the National Cotton Ginners Association, April 6, 7, and 8, which drew an attendance of nearly 6,000; the Texas Bakers Association, April 3-5; the Lumbermen's Association of Texas and allied groups, April 12-14; the Retail Furniture Association of Texas, April 11, 12 and 13; and the Associated Traffic Clubs of America, April 26-28. Some twelve to fifteen other conventions are to be held during the month, with an estimated aggregate attendance of more than 3,000.

Southwest Business has dedicated this month's front cover illustration to the American Chemical Society convention

because of its importance to Dallas and all of Texas and the Southwest.

By meeting in Dallas this year, the country's leading chemists have their attention focused upon the region which offers the greatest opportunities for the new chemical industries. Here are the oil fields, the forests, the farms which supply the raw materials for the chemical industries. Here are the logical sites for the pulp paper mills, the plants to take cellulose and resins from pine and hardwood forests, alcohol and acetic acid from sugar cane and other crops, protein from the soy bean and cotton seed, solvents from crop wastes, casein from milk and other derivatives. The meeting will not only focus the attention of the chemists upon Texas and the Southwest, but the attendant publicity will focus upon this region the interest of industrialists and financiers—and perhaps will awaken them to a realization of the opportunities and potentialities of this area.

Victor Schoffelmayer, writing recently in *Southwest Business*, pointed out that "in the light of these significant developments at home and abroad, the result of the research chemist and physicist and of the wide-awake industrialist seeking new cheap raw materials and markets for new products, the industrial development of Texas should steadily increase in accordance with market demand. Texas

should play one of the leading roles in this new industrial drama because of its unchallenged possibilities to produce the raw materials enumerated in the foregoing. Because Texas possesses abundant sunshine and sufficient rainfall over most of its territory and because of the newer technique of water conservation and utilization which will increase the stability of High Plains farming to undreamed of proportions, and because of the great interest in soil conservation and restoration now manifested by farmers and landowners which must result in enhanced fertility of the land, there is every reason that Texas will be in a position not only to attract new chemurgic and related industries but to supply them in perpetuity with the raw materials they require.

"In proportion to the expansion of industries Texas people will automatically enlarge their field of enterprise and opportunities for employment. Growth of industrial centers assures increasing outlet for food and other products of the farm. It may even be that a suggestion by Henry Ford will be followed to establish certain small industries in rural sections giving part-time employment to farmers and thereby increasing earning capacity. Laws governing industries should be as liberal as possible, but at the same time should safeguard the resources of the State

(Continued on Page 44)



Lloyd M. Long

Air Conditioning Benefits are Spreading

By A. C. EDWARDS

AIR conditioning is not a new idea by any means. For the past thirty years air conditioning has been in industrial applications. In storage plants, in factories, in printing plants—wherever dirty, hot, over-humid or over-dry air



The Italian Village is one of York's air conditioning installations in Dallas

conditions may mean damage in processing or storage of products, engineers have devised methods of controlling air conditions.

Nor is air conditioning expressly for human comfort a new idea. About 1905, a Pittsburgh church proclaimed "Ice Cooled Services." In 1914, the Empire Theatre in Montgomery, Ala., converted July heat into comfortable coolness by the use of refrigeration. In 1923, the San Joaquin Light and Power Company of Fresno, Calif., used York refrigeration to cool its entire large office building.

The wide-spread development and exploitation of air conditioning for human comfort, however, is comparatively recent. In fact, the term "air conditioning" was coined only a few years ago. It took hold immediately and is now veritably a "house-hold" word.

The demand for air conditioning has developed rapidly, especially during the warmer seasons. Sales of equipment have doubled and redoubled again and again during the last few years, until air conditioning, like the automobile, has come to be considered a necessity. Few theaters are without it. Many hotels are completely air conditioned. Restaurants, department stores, apparel shops, beauty shops, drug and shoe stores, and railroad coaches are turning to air conditioning to hold their customers and provide for their comfort. Indeed, the average person almost expects air conditioning when he stops at a hotel, eats at a restaurant or shops in a department store.

What are the inherent characteristics of this new industry which have aroused

such public acceptance? What are the comfort-producing features which an air conditioning system possesses?

First: Proper temperature control, which ordinarily means cooling the air in summer and heating it in winter.

Second: Proper humidity control. This is probably of greater importance to human comfort than the first. It requires moisture removal from the air in summer and moisture addition in the winter.

Third: The air must be cleansed of dust and dirt either by filters or water sprays or both.

Fourth: The proper amount of outside air must be mixed in with the re-circulated air to keep the conditioned air fresh and sweet.

Fifth: The conditioned air must be thoroughly distributed with just the right amount of motion in a given space to carry away the heat load and the moisture produced by the people in that space without objectionable drafts.

These, in brief, are the main characteristics of a well-engineered air conditioning system. To produce these characteristics there have been many different types of equipment developed. Like the automobile, air conditioning equipment is becoming more or less standard in design as the years pass.

The American Society of Heating and Ventilating Engineers and the American Society of Refrigerating Engineers have worked with the air conditioning industries in developing standards for human comfort. Accurate methods of determining heating or cooling loads in a given building, heat transfer through walls, sun

effect, etc., have been worked out and the result is that today a great deal more is known about the practical side of air conditioning than ever before.

With the stabilization of the industry, air conditioning manufacturers are able to present better, less expensive and more nearly automatic equipment to the public.

The benefits of air conditioning to business in general are paramount. Let us investigate several specific cases:

Rather recently, the "American Restaurant" magazine, made a nation-wide survey of air conditioned restaurants. They reported that the increase in the annual business volume after the installation of air conditioning averaged 36%. The highest increase reported was 83% and the lowest 15%. In almost every case, the restaurant owners attributed this increase directly to their air conditioning systems. Air conditioning, according to this survey, had the following effects: (1) More customers, (2) larger checks, (3) no summer slump, (4) contented customers, (5) pleasant and efficient employees, (6) less cleaning and decorating and (7) powerful customer appeal.

Air conditioning has proved especially valuable in offices, making it a great deal easier for employees to concentrate on their work winter and summer alike,—to do clear thinking unhampered by physical discomfort. Drafts are eliminated—no windows need be opened. Dirt and street noises are kept outside. Heat and humidity are properly controlled. The time lost due to colds, coughs and hay fever is greatly reduced. This latter item was substantiated by a series of tests made in the Uni-

(Continued on Page 44)



This room has been made pleasant and comfortable—as well as attractive by a York air conditioning installation

Home Installations are Next Big *Air Conditioning Field*

WHEN the term "air conditioning" was first coined, it was fairly well defined. Complete air conditioning required equipment that would perform four major functions; that is, the control of air temperatures, the control of humidity; the control of air circulation throughout the occupied spaces; and last, a provision for sufficient outside air to assure proper ventilation, elimination of odors, etc.

This term, "air conditioning", has been applied in so many different ways that today we have air conditioned suits, air conditioned dresses, a show with a hole in it is air conditioned; and just last week, we noticed advertised air conditioned eye glasses and air conditioned cheese. The fact that the public has enthusiastically accepted this term, and in turn, has used it excessively in various types of advertising has led us to the point that today it seems there is no industry or trade which the public is more confused over than it is over air conditioning.

In order to bring out present trends in the industry, it is almost essential to give the history of some of the present equipment and its effect on markets available and methods of marketing.

If you will examine the domestic electric refrigerator in your kitchen, you will find it has three major pieces of equipment. In the base of the box is a small compressor driven by an electric motor. Immediately behind this compressor, air is being blown by a small fan which is an integral part of the compressor. In the top of the unit inside the box are the coils surrounding the ice cube compartment. These three pieces of equipment, the compressor, the condenser, and the cooling coils, are the three essential elements of refrigeration for an air conditioning system. If you were to place a small fan behind the coils surrounding the ice cube compartment, blowing air over these coils, cooling it down and taking out moisture, you would have a miniature summer-time, air conditioning system.

The trend of the air conditioning industry for the past eight years has been greatly influenced by what the various manufacturers had to offer in these three pieces of equipment.

In the self-contained or portable unit, the small compressor in the base of the ice box becomes one driven by a one H.P. motor. The condensing coil is similar to the one found in the ice box, but has approximately twenty times the weight and surface. The coils surrounding the ice

By O. W. Bynum
The Carrier Corporation

cube compartment have been enlarged until they weigh approximately 150 pounds while air is forced over them from a 1/30 H.P. motor.

In a downtown restaurant seating 100 people proportionally larger equipment is required. The compressor perhaps requires a 15 H.P. motor to drive it. The condenser develops to a piece of equipment



The Dreyfuss & Son Store, Dallas, is a Carrier air conditioning installation

weighing approximately 1200 pounds requiring a 1 1/2 H.P. motor to circulate air over it. The cooler has grown from the small coils around the ice cube compartment to a piece of equipment weighing approximately 1300 pounds and requiring a space approximately five feet by six feet.

In an installation similar to that in the Medical Arts Building in Dallas, the compressors represent equipment weighing approximately 80,000 pounds and requiring a total of 600 H.P. in electric motors to drive it. The condenser develops into a cooling tower located on the roof of the building. The cooling coils develop into a spray type dehumidifier where the air is thoroughly washed, cleaned, cooled, and dehumidified. On this particular job, this piece of equipment weighs approximately 40,000 pounds, covers nearly 200 square feet of floor area, and handles approximately 200,000 cubic feet of air through it each minute.

The refrigeration cycle in the ice box is the same in any refrigeration system or any air conditioning system. The small compressor handles a refrigerant gas. It builds up a pressure in the condenser in the base of the box, and the air circulat-

ing over the condenser condenses this gas into a liquid. From here it travels as a liquid to the coils surrounding the ice cube compartment where it expands. The heat required to complete this expansion is taken from the interior of the box and the trays of water are converted into ice.

In 1929-30, there were only three refrigerant gases on the market that were in common use. These were ammonia, carbon dioxide, and carrene. Each of these gases have certain characteristics which limit their application.

About 1930, two refrigerants came on the market which were tested and approved by the New York fire department and court authorities; and, being non-toxic and entailing no serious hazards in installations even though equipment be installed in the occupied spaces, they had a tremendous effect on the air conditioning industry. They opened up an entire new type of market. They made the self-contained unit practical. They also made it possible to take out an isolated section of an office building regardless of what floor might be under consideration or the location of the equipment on that floor without touching or in any way being concerned with the remainder of the building.

Today we have in Dallas thirty tons of refrigeration located on the seventeenth floor of the Tower Petroleum Building, air conditioning approximately two floors of this building. On the roof of the Continental Supply Building, we have the two top floors of this building. In the Del Notre Hotel, El Paso, all of the machinery required to air condition 110 bedrooms is located on the third floor between two occupied spaces.

Prior to 1930, in each of these cases it would have been necessary for all of this equipment to be located in the basement or on the ground. This, in turn, would have made these same installations impractical from a cost standpoint, and in some cases impossible due to physical characteristics of the buildings, which would have made it practically impossible to run refrigerant lines or water lines from the basement to the floors to be conditioned.

When this type of market opened up, a demand was created for small, high speed equipment. This, in turn, made the market attractive to a number of manufacturers who were at that time engaged in the building of similar type equipment.

Prior to 1930, there were comparatively

(Continued on Page 15)

Business Men Pioneers in *Use of Air Conditioning*

By James P. Barnes
The Murray Company, Dallas

AIR conditioning has been rapidly developed and amplified in recent years to a degree beyond the dreams of the last decade. It has had a unique history in that to a degree that is true of no other art, except perhaps television, the acceptance of its benefits has been even more rapid than the developments of its technique. Television is, however, not yet in distribution, while air conditioning is already firmly established as an actuality as well as an ideal in the public mind.

Wonder after wonder has been disclosed and made available to this world in the past two generations. The memory of adult men today encompasses the growth into universal application of convenience after convenience originally available only to those of unusual means or extraordinary influence. Such has been the course of the electric light, the telephone, the automobile, the motion picture, the radio, and countless other developments of modern life, not even dreamed of by a pioneer generation, whose footsteps have scarcely ceased to resound from that not-distant past in which the land of opportunity was opened to us, its children.

Little or no effort of memory is required to recall the initial steps of introduction of the mechanisms of modern life. Everyone today can recall the early imperfection, the inconvenience, the excessive cost and the mediocre programs of the early days of radio. Those days were but a few years ago but the painful initial steps of the art are remembered only by an effort of will and the present day marvel of world communication is accepted as almost a commonplace. We ask you now to recall that, in this, probably the most recent of the great developmental programs that have made modern life, the early steps were slow, painful and expensive. The public bought, used, criticized and replaced the earlier and cruder forms of radio equipment quite promptly and uncomplainingly as they had done and are still doing in the nearly parallel development of the motor car. In both programs the inconvenience and expense were cheerfully borne by the pioneers, in the knowledge that only so could development proceed and ultimate high performance be obtained at low cost. How abundantly their faith was justified is a chapter of current history.

In the art of air conditioning, similar development has already advanced far to-

wards fulfillment, but with the curious difference that its earliest applications were made almost entirely for the comfort of patrons and of customers; made not only by individuals for their own personal use, but by shrewd business men who knew and proved the stimulation of comfortable environment. By providing for the personal comfort of their guests and patrons, these business men realized for their own cash register more frequent and larger purchases and higher prices. Trade cheerfully pays for more comfortable quarters in which to shop, attend shows, eat dinners or house office activities. These business men looked upon air conditioning as a business investment of high order, as indeed it is, and cheerfully paid the comparatively high costs of installation and operation for the very good reason that it proved to be a highly productive investment.

For similar reasons many air conditioning installations have been placed in shop and factory where greater comfort of workers has brought higher efficiency and increased output—another good investment.

These business men have been pioneers in the field and have largely borne the burdens of initial development of the art. They have also contributed another item to the general public information. Through their provision of more comfor-

table surroundings for shopping, eating, work and entertainment they have shown to everyone the value and advantage of personal comfort at work and at play and have laid the foundation for a question that is growing daily in volume, namely: "Why not extend this comfort to my own home surroundings?"

That question is universal today and its answer is not far to seek, "There is no reason for living in discomfort—except the cost of the necessary means for producing comfort."

Not many years ago it was the practically universal frame of mind to yearn for a motor car and the reluctance to make the first purchase delayed many people in coming into the enjoyment of a convenience that is now in the hands of the great majority. The first purchasers of automobiles paid a higher price for their transportation than do their followers or themselves today, but even so, it was rare indeed to hear any of the pioneer car owners complain that he had paid too high a price for the service and convenience that he found were his with the purchase. And as more and more people joined that group of car owners and drivers it became possible to furnish more and better cars to more people at lower prices. The pioneering was shared by manufacturers and early buyers just as the pioneering has been shared in air conditioning by the manufacturers and the far-sighted business men who are the pioneers among the buyers.

(Continued on Page 14)



This living room is not only beautifully decorated and beautifully furnished, but it has the additional attraction of air conditioning

Air Conditioning Ends Long Quest for Physical Comfort

By Joe Hoppe
President Joe Hoppe, Inc.

FROM the beginning of time we find quest for physical comfort is an inherent human characteristic. To avoid discomfort from the atmosphere has been a trait classed with possibly only the reactions of man against hunger, pain and ill health. To avoid these is intensely human. To avoid atmospheric discomfort is just as human.

Speaking broadly, man's defense against atmospheric discomfort falls into two grand divisions which we may designate as winter defense and summer defense. Most of us are fairly familiar with the methods used by man to provide relief against the discomforts of the atmosphere in the winter season. We know the story of clothing, the story of shelter and, finally, the story of heating in indoor spaces. As a group they have furnished fairly satisfactory means of escape from actual distress in the winter season. Clothing, we understand, acts as an insulator which conserves much of the body heat. Shelter is an additional step which provides us that type of relief which clothing alone can never provide. Heating was indeed the first step in the science of air conditioning because here we find the first actual effort to change the condition of the air in which we live.

In the summer season, results have not been so satisfactory. Here the problem is difficult. In the winter it was a question of generation of heat in indoor spaces. It was not particularly difficult to generate heat. This could be accomplished normally by the burning of various types of fuel, usually available without exorbitant cost. In the summer time, however, the problem is much greater. It is not a question of merely putting the fire out. It is rather a question of actually getting rid of the heat which is present in all the space about us due to our changing position in relation to the sun. So, in the summer, we have a problem of *moving* heat, which problem has been far more difficult than the mere *generation* of heat, paradoxical as this may sound at the moment. Of course man has not been without a remedy in the absolute sense, because he has long since learned that shade and breezes, manufactured fans, open windows and doors and moving vehicles all afford some degree of relief, at least in the lower range of temperatures. Unfortunately for us, these means are not effective when the temperature and humidity are high. To the very rich, of course, there was always the avenue of a train ride to a distant state or country, where temporary relief could be secured, but those of us who

have our living to make find it necessary to stay fairly close to the point at which we have an opportunity to make it. We have no quarrel with the vacationist, in fact, we belong to his tribe and advocate vacations by all means but, after all, vacations cannot consistently extend throughout the period of summer heat and therein lies our problem.

In the earlier days, hand-operated fans and open windows and doors represented the universal means of relief. Later, we learned how to attach an electric servant to the fan, which we have since called the "electric fan" and these devices, when placed inside the rooms, aid in keeping the air in motion and, within certain temperature ranges, provide a limited relief.

The basic reason why the summer comfort problem has not been solved in the past, to the same degree as the winter comfort problem, lies in the fact that the entire problem of body comfort is a function of body heat. Human comfort depends upon the rate at which heat is leaving the human body. Perhaps few of us

have given thought to the subject before, but it is a fact that we never add heat to the human body, either summer or winter. The body always supplies its own heat and, in a normal person, it is usually found at a temperature of 98.6 degrees. There is no fundamental difference between a human body and an ordinary steam boiler because in both, heat is generated by combustion of fuel supply. In the case of the boiler it may be coal or gas. In the case of the human body it is food. In both, the action is the same. The uniting of the fuel with the oxygen of the air generates heat which, in the boiler, is utilized by man for heating his building but which, in the case of the body, is merely a waste product and must be dissipated to the surrounding space approximately as fast as it is generated. If this heat leaves the body too rapidly the result upon the physical sensations is one of feeling "too cold." If it does not leave rapidly enough, the result is a feeling of being "too warm." Thus, it can readily be seen that it is not difficult to control the rate of the heat leaving the body in the winter time because the body can easily

(Continued on Page 23)



One of the large General Motors air conditioning installations in Dallas has been in the F. & W. Grand-Silver Stores, exterior and interior views of which are shown here

Room Units Provide Flexible *Air Conditioning Systems*

IT has been so long since the first man discovered that he could heat his cave with a fire, that mankind has practically grown up with the idea that some form of artificial heating is absolutely necessary in every room if we are to be comfortable during winter months. Up until recent years, however, we have had to keep cool in summer as best we could. If we were fortunate enough to have business connections that provided sufficient income during the nine cooler months to meet year-round expenses, we might take a long summer vacation in the mountains or at the sea-shore where Nature's own cooling systems provided respite from the heat. If we weren't so fortunate, however—and most of us weren't—we just had to stay at home and struggle along as best we could through sultry, depressing days and nights. We lost most of our enthusiasm for business and the few prospects that were around had but one thing on their minds—how to get cool. Those were the days of "summer slumps"—the days before summer cooling.

The most dramatic contribution which this phase of air conditioning has made to modern living is reflected in the rapidly changing "business curves" which show summer months maintaining a much higher sales level than they ever attained before. The mechanical ability of cooling units to lower temperatures and reduce relative humidity until people feel fresh and comfortable as long as they remain in air-cooled offices, shops and rooms, is rapidly erasing that dreaded yearly "depression" which used to make such inroads into yearly sales records during the 120-odd days from May through September.

Of course, those business executives who have not yet installed summer cooling may still be of the opinion that the investment entailed in providing manufactured weather may overshadow its advantages. Such executives should check up on the "attraction value" of air conditioning from their patron's viewpoint—or see how effective it really is in assisting employees to maintain early morning efficiencies.

One of the outstanding contributions to this age of comfortable living is the highly perfected and simplified room conditioners that are completely self-contained. Perfection-Aire designers are introducing a unit that requires no more attention to operate than the electric refrigerator in your home. Housed in a beautiful cabinet of polished walnut, this unit draws in fresh air from out of doors, filters and cleans it of dust and pollens, removes ex-

cess humidity, then cools the air to healthful temperatures and circulates it gently throughout the room without annoying drafts. Although these Perfection-Aire units employ the principle of water cooling in attaining ultra-efficiency, no plumbing connections are needed. The entire cabinet glides on smooth-rolling casters wherever you want to use it, and after adjusting a simple window fitting, is ready to plug-in to a 110-120 volt elec-

tric outlet and supply an abundance of cool comfort for only a few cents per day.

Undoubtedly air conditioning, with its resultant comfort, health and business benefits, is here to stay. For there are just as many days in summer when artificial cooling is necessary to insure comfort here in the Southwest, as there are days in winter when artificial heating must be provided.

Modern Homes Require *Comfort Standards*

By CHAS. L. KRIBS, JR.

FROM experiencing air conditioning in stores, trains, hotels and other public places, the inhabitants of the Southwestern United States have been quick to recognize its benefits. They are rapidly becoming desirous of its installation in their homes. With the number of well-designed systems constantly increasing, the public is becoming aware of what is really desirable and are already demanding plants of higher quality. Where air conditioning is installed for commercial use as in stores, banks, etc., some departure from the highest standards is permissible but in systems serving dwellings only those plants which produce the most beneficial conditioned air should be employed.

Air conditioning is an all-year-round service. At all times fresh air, freed of dust, must be introduced to provide adequate ventilation. In winter, properly heated and humidified air must be delivered to preserve winter comfort and health. In summer the system must dry the inside atmosphere and cool it to a refreshing and healthful level.

The physical makeup of people varies with the section of the country in which they live. In those areas where there are moderate temperature changes occurring, the people are on the whole healthier and enjoy a great deal of energy. In the tropical and semi-tropical sections where the temperature stays constantly at a rather high, even level there is a pronounced lack of energy. Rather than being harmful, as some people have suggested, the installation of air conditioning in this section of the country promotes health and energy by providing the necessary changes of temperature which the body needs in

order that all organs of accommodation may work at the highest efficiency. Naturally drastic changes of any sort are harmful.

In the terrific march of scientific progress taking place in the last century, we have invented much but perfected little. We have had winter air conditioning for years but have referred to it as "heating." Truly our heating systems have not been worthy of the name "air conditioning" as we have come to know it. Even the best of the heating systems installed in the last few years has been but a feeble step toward the type of system our continued good health demands. Probably the poorest type of summer cooling system installed has performed its function better. Yet the difference between these poor heating and cooling systems and proper, adequate systems has not been a difference of cost. It has been almost entirely a lack of understanding of what should be done and the methods to accomplish the required ends.

Today, after some years of intensive study and research on the problems surrounding air conditioning and its relation to human comfort and health, the properly designed system offers many advantages never before attainable.

In the consideration of air conditioning installed in dwellings there are certain primary considerations which must be surveyed. Every human being is different in physical and mental makeup and requires different conditions for health and comfort; however it has been found that members of one family are sufficiently alike in their tastes and needs so that a

(Continued on Page 30)



ADLETA OFFERS YOU
a line of Store Fixtures designed and built
to sell more merchandise PROFITABLY.
Our designing facilities are at your disposal
... No obligation ... Call us today ...
Phone 2-4144.

ADLETA SHOW CASE
AND FIXTURE MFG. CO.

1900 CEDAR SPRINGS

DALLAS, TEXAS

STATEMENT OF THE CONDITION OF

Dallas National Bank

DALLAS, TEXAS

At the Close of Business, March 7, 1938

RESOURCES

Loans and Discounts	\$ 4,597,557.37
Stock in Federal Reserve Bank	45,350.00
Municipal Bonds	186,022.94
Corporation Bonds and Stocks	585,417.65
Banking Building (Main Street through to Commerce Street)	1,525,000.00
Furniture, Fixtures, Equipment & Vaults	50,000.00
Other Real Estate	8,714.51
U. S. Government Bonds and Treasury Bills	\$ 5,740,220.88
Cash on Hand and on Deposit with Banks	9,801,238.38

15,541,459.26

Total Resources \$22,539,521.73

LIABILITIES

Capital Stock	\$ 1,000,000.00
Surplus	511,000.00
Undivided Profits	361,452.27

Reserves:

For Dividends	40,000.00
For Depreciation—Bank Building	80,000.00
For Taxes, Interest, Contingencies, Etc.	29,611.17

Deposits:

Individual	\$13,737,660.38
Banks and Bankers	6,423,940.03
U. S. Government	355,857.88

Total Deposits 20,517,458.29

Total Liabilities \$22,539,521.73

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

BUSINESS MEN PIONEERS

(Continued from Page 11)

So in the art of air conditioning much of the primary burden has been absorbed, the ice has been broken and he who will may now enjoy the advantage of that development by entering the field today at the second instead of the first step of advancement. Already complete lines of equipment, specifically designed for efficient and economical application to the problems of air conditioning living quarters, have been developed and placed in production. Units have been devised that handle the individual room, a group of rooms or an entire house or apartment building. Methods of automatic control are available that provide for year-round carefree operation of the system, whatever its extent, with only seasonal personal attention. Economy of operation has been as carefully considered and provided as has adequacy of capacity and economy of space. A new day has dawned, a day of maximum comfort possibilities to all who will make the effort and the slight sacrifice necessary to obtain it.

And now abide these three American ideals—comfort, efficiency, profit; and the greatest of them is *comfort*.

Chevrolet Zone Chief

D. L. Wilson is Dallas zone manager for the Chevrolet Motor Division of General Motors, with zone offices occupying the sixth and seventh floors of the Tower Petroleum Building. Chevrolet's Dallas zone offices have a personnel of 60 people. Under Mr. Wilson's jurisdiction are 176 dealers in 100 counties. Mr. Wilson has been in the General Motors organization nine years, and in the Chevrolet division six years.



D. L. WILSON

HOME INSTALLATIONS

(Continued from Page 10)

few manufacturers of refrigeration equipment of the type used in air conditioning and cold storage work. At the same time, these manufacturers maintained a highly trained staff of engineers and application men. Equipment was sold, erected, and results were guaranteed to the consumer by the manufacturer.

Since 1930, the demand for a volume of light, high-speed equipment has caused a number of manufacturers to enter the field, who were mainly interested in moving equipment from their factory to the field. This, in turn, has brought about the development of distributors and dealers representing various manufacturers. Where a few years ago the public looked directly to the parent company or to the manufacturers themselves for a guarantee of performance on an air conditioning system, today the success or failure of a system almost entirely depends on the experience and reliability of the individual concern locally representing the manufacturer. This is due to the fact that regardless of the quality of the three major pieces of machinery, the compressor, the condenser, and the cooler, coming from a factory, the success or failure depends on its application in the field.

Heat loads have to be determined, the proper combination of these various pieces of equipment selected, ordered out, piped up, and put in operation by the local representative. This, in turn, has brought about a demand for men trained in the application of air conditioning equipment.

Here I would like to point out that the principles on which air conditioning work is done are not new. As long as ten years ago, many installations had been made in which temperature and humidity control were required to a more accurate degree than our present installations of comfort cooling. The industry is new in that the present marketing methods are new. This is the side which the public sees and which, of course, influences its opinion of the industry as a whole.

With definite reference to present air conditioning trends, I will hazard a few predictions which are merely personal opinion.

First, I expect that there will be a great deal of development within the next few years in the residential field. This part of our work today seems to be less definitely developed than any other phase. The large department stores, the large office building, the theatre, and the small downtown shop have all been instrumental in building up a high degree of public acceptance for the comforts of air conditioning. As a result, the residential market will undoubtedly respond to well planned pro-



Easter Easter Easter GREEN LIGHTS AHEAD

And what would Easter be for the kiddies without Easter Eggs? "Not so much."

And what would Easter be without flowers for the ladies? Just another disappointment. Be sure and get the eggs for the kiddies and have the FLOWER MART take care of the flowers for her Easter and avoid all disappointments.

**THE
FLOWER
MART**
Maple at Oak Lawn

First National Bank in DALLAS



Statement of Condition

at the Close of Business March 7, 1938

ASSETS

Cash on Hand and Due from Banks - - - - -	\$51,565,048.71
United States Securities Owned - - - - -	19,127,108.70
Stock in Federal Reserve Bank - - - - -	315,000.00
Other Stocks and Bonds - - - - -	2,252,811.74
Loans and Discounts - - - - -	45,244,052.11
Furniture and Fixtures - - - - -	286,340.58
Real Estate and Banking House - - - - -	2,385,000.00
Other Real Estate - - - - -	1,326,400.74
	<hr/>
	\$122,501,762.58

LIABILITIES

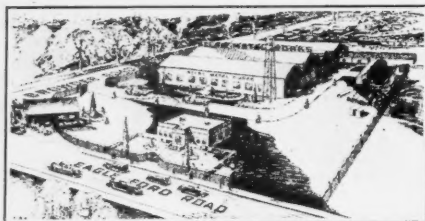
Capital Stock - - - - -	\$ 8,000,000.00
Surplus Fund - - - - -	2,500,000.00
Undivided Profits, Net - - - - -	3,230,255.41
Reserved for Taxes, etc. - - - - -	355,189.99

DEPOSITS:

Individual - - - - -	\$71,067,127.38
Banks and Bankers - - - - -	31,128,991.85
U. S. Government - - - - -	6,220,197.95
	<hr/>
	108,416,317.18
	<hr/>
	\$122,501,762.58

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS Leads in Number and Variety of Factories



Atlas KEYSTONE Culvert
.. Other Metal Goods..
Corrugated Tanks—Dr. Pepper Coolers

ATLAS METAL WORKS

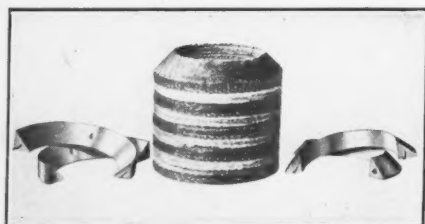
P. O. BOX 5532 PHONE 2-5354 DALLAS



Waxed Paper, Folding Paper Boxes,
Setup Paper Boxes

POLLOCK PAPER & BOX CO.

2236 SOUTH LAMAR PHONE 4-4161 DALLAS



Manufacturers of Accordion Packing Ring
High Pressure Packing and Specialties
THE TEXACONE COMPANY
Incorporated in Texas
DALLAS, TEXAS

IN NEW HOME



20th Anniversary

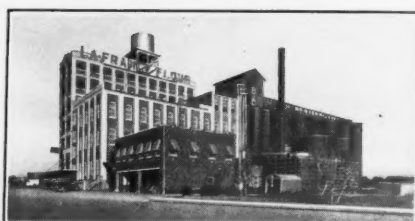
Mops and Brooms for
the Factory and Home

Dallas Broom & Mop Mfg. Co.

Quality Brooms and Owl Brand Mops

Sold on a Money-Back Guarantee

PHONE 4-2664 1710 TO 12 SOUTH PEARL STREET



LaFrance Flour and Meal, Bran, Gray Shorts
Hominy Feed, Drinkwater Flour for Bakers.

MORTEN MILLING CO.

916 CADIZ - PHONE 7-3251 - DALLAS



Visit our beautiful SHOW ROOMS and see the
NEW BRIGGS BEAUTYWARE

General Plumbing Supply Co., Inc.

WHOLESALE

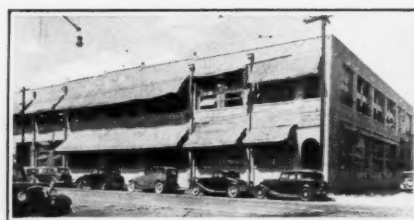
1729 CADIZ 7-8549



Machine Shop Work, Tool and Die Work, Aluminum,
Brass and Iron Foundry, Polishing and Plating.

**KENNEDY
MACHINE & BRASS CO.**

3104 OAK LANE PHONE 4-6614 DALLAS



Manufacturers of MARCY LEE STYLE FROCKS
for Ladies and Misses

Marcy Lee Manufacturing Co.

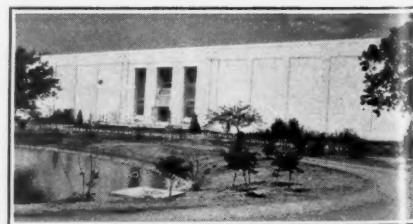
2212 South Lamar Street DALLAS Phone 4-5101

motions aimed directly at this type of buyer.

Second, I anticipate there will be a definite trend toward more and larger portable or self-contained units. There are several points in this connection I would like to bring out more specifically: First, units of this type, with their automatic features, can be considered as a merchant-disable product in the same manner as the present-day electric refrigerator, so familiar to us all. Second, the purchaser is protected in buying a piece of equipment of this type in that the proper selection or the proper combination of compressor, condenser, and cooler has been made by a factory trained expert; and the installation having been done at the factory also eliminates the possibility of mistakes being made in the field in this part of the work.

Third, I also expect that there will be a development towards larger installations in office building work as a whole. Even two years ago, we seldom found a demand in any one building of more than one floor. Today, we find that where a poll is taken of the occupants of some of the large downtown buildings, as high as 50 per cent express not only a desire for air conditioning, but a willingness to increase their rents in an amount sufficient to pay for the purchasing and operating of a system by the building owner.

Looking several years in the future, I do not believe it at all fantastic to think that there will be a central station downtown refrigeration plant, from which cold water may be supplied for the air conditioning of several blocks, similar to the downtown sub-stations from which steam lines now heat several buildings in a number of locations.



Dallas Museum of Natural History

Cream, Shell and Gray Texas Limestone

TEXAS CUT STONE CO.

5219 MAPLE AVE. PHONE 5-1773 DALLAS

DALLAS Leads in Value of Manufactured Products

American Chamber in France Offers Services

W. Roy Weeks, president of the American Chamber of Commerce in France, 21 Avenue George V, Paris, has asked the Dallas Chamber of Commerce to inform its membership that "there is a well-equipped American Chamber of Commerce in Paris with a permanent English-speaking staff who are ready to supply useful commercial information, including full data regarding tariffs, shipping regulations, etc., to American merchants or buyers visiting France."

"Many potential buyers in the United States have no commercial connections in this market whose exports are particularly favored by present exchange rates. We are able to furnish the sources of supply of many products which should interest the American market and of commission or buying agents in France, members of this Chamber who could handle purchases for your members here.

"On the other hand, there is an outlet for certain American goods in France which some of your members may be prepared to supply. In our own Chamber there are many importers of American goods who might be interested in considering new sources of supply.

"While we take no active interest nor accept any responsibility in regard to the transactions that might result, we are nevertheless ready to facilitate where possible contacts between buyers and/or sellers in France. The policy of the United States is to facilitate trade in both directions through reciprocal trade agreements, and it is with that thought in mind that we ask you to place the services of this Chamber before your members."



Manufacturers: ELECTROTYPES • NICKELTYPES • STEREOTYPES • MATS • FOR ALL PRINTING AND ADVERTISING PURPOSES.

Sam Ross McElreath 1408 Marilla Dallas 7-6782



AWNINGS

An entirely new type of permanent ventilated awning constructed from California redwood is being made in Dallas in a modern factory.

Hawley Awnings are gracefully designed to render casement windows a thing of beauty. No Flap—No Rags—No Rattle—Permanent.

Tailor-made for All Windows and Openings

THE HAWLEY COMPANY

163 Avery Street • Telephone 2-2749

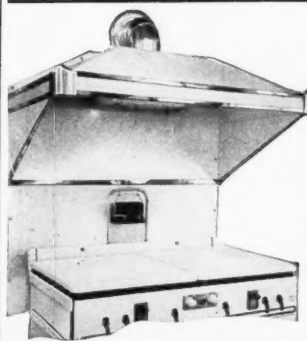


MANUFACTURERS OF

Grey iron castings. Oil mill, gin, engine, municipal and architectural castings. Licensed manufacturers of patented tractor wheel weights.

LAMAR STREET FOUNDRY & PATTERN WORKS

827 South Lamar Street Dallas 2-2269



Manufacturers of

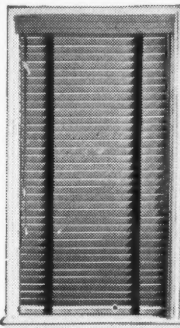
Vent-A-Hood for Positive Kitchen Ventilation

DALLAS ENGINEERING COMPANY

115 Hall DALLAS 8-2948



MANUFACTURERS OF NEON SIGNS
OUTDOOR ELECTRIC ADV., Inc.
229 CEDAR SPRINGS 7-8575 DALLAS



Twenty-five Years

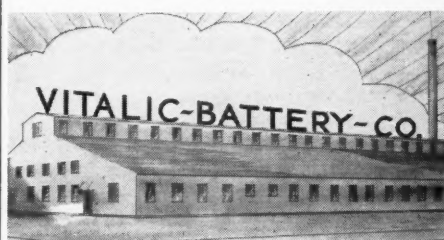
Continuous, dependable service in Dallas. Twenty-five years ago this business was opened in Dallas in a one-story building 30 x 40 feet. Now our two-story buildings cover more than half of the large triangular block, surrounded by South Peak Street, Parry Ave. and Fletcher Street.

Venetian blinds—door and window screens and cabinet doors are manufactured and distributed from this plant.

ACME SCREEN CO., Inc.

P. O. Drawer 1737, DALLAS, TEXAS

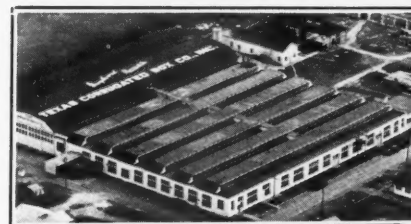
3-2177



Manufacturers of Automobile, Radio and Farm Lighting Storage Batteries

VITALIC BATTERY CO., Inc.

2040 AMELIA PHONE 5-5108 DALLAS

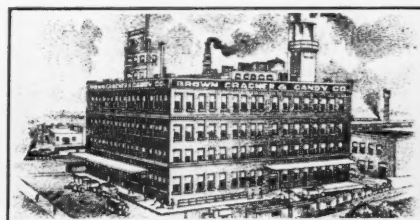


CORRUGATED AND SOLID FIBRE BOXES

Texas Corrugated Box Company, Inc.

Factory St. - Phone 5-4105 - Dallas

Gaylord Boxes



Saltine Soda Cracker, Candy and Bakery Products

Brown Cracker & Candy Co.

603 MUNGER PHONE 7-8222 DALLAS

Peaslee-Gaulbert Creates New Merchandise Mart

CREATING a new merchandise mart in the Dallas market, the Peaslee-Gaulbert Corporation will move its Southwestern division offices and warehouse stocks June 1 into the four-story-and-basement building at Henry and Canton Streets, recently purchased from the Ford Motor Company for a reported price of \$250,000.

Robert E. Peake, vice president and treasurer of Peaslee-Gaulbert, in charge of the Southwestern division, announced that the move from the present location at 2700 Logan Street will be made in May, and that the offices, display room and warehouses in the newly-purchased building will be opened June 1.

"This building was almost made to order for our needs, and only minor remodeling is required to convert it into a big merchandise mart, housing all of the Peaslee-Gaulbert departments," he said.

"As soon as we are moved and settled in the new building, we would like to have the merchants of the Southwest and the general public visit us there."

Peaslee-Gaulbert is not a manufacturer, but a jobber and distributor. The firm uses the slogan, "Leaders in Wholesaling." There are ten different departments in the Southwestern division offices in Dallas: the bottle department, heavy chemicals department, heavy drugs department, china-glass-silverware department, floor

coverings department, oil and naval stores department, radio and refrigeration department, laundry equipment department, Mazda lamp department, and electrical appliance department.

"With all these departments adequately housed under one roof, with specially designed display floors, we will have one of the finest merchandise marts in the country," Mr. Peake said. "I believe our expansion will benefit the entire Dallas market and still further raise the prestige of Dallas as the complete market center of the Southwest."

Peaslee-Gaulbert has headquarters in Louisville, Ky., where the business was established in 1867. Home offices and headquarters for the central division are in Louisville. Southeastern division branches are in Atlanta and Jacksonville. Southwestern division offices are in Dallas, and under jurisdiction of the Dallas office are other branches in Oklahoma City, Houston and San Antonio.

The Southwestern division has 45 salesmen traveling in Texas and Oklahoma, and a total personnel of 150 persons, with an approximate annual payroll of \$250,000. S. E. Duncan of Louisville is president of the firm, having started as an office boy in the Louisville headquarters 54 years ago. J. A. Means, Jr., also of Louisville, is executive vice president.

Peaslee-Gaulbert established the Dallas



ROBERT E. PEAKE

branch office in 1918, and Mr. Peake has been Southwestern division manager since 1926, having been transferred here from Louisville.

"Our growth in the Southwestern division has been extremely satisfactory," Mr. Peake said, "but we expect much bigger developments in the Southwest in the next ten years. Our investment in this building is a testimonial to our confidence in the Southwest, and in the Southwest's market in Dallas, as well as a solution to our pressing need for immediate expansion. Our company looks upon the Southwest as a bright spot for many years to come, and as a region which is just now beginning to realize its opportunities."

He added that the Southwestern division has shown an increase in business for the first three months of 1938, compared with the first quarter of 1937.

In the new location, Peaslee-Gaulbert will have three times the floor space of the present location. The four-story and basement building fronts 204 feet on Canton street and 125 feet on Henry Street. A paved storage yard, 125 by 196 feet, adjoins the building. There are approximately 5,600 square feet of office space in the building.

Two large and attractive display rooms, one for floor coverings and one for stoves, refrigerators, radios and electrical merchandise, are being arranged in the building.

Peaslee-Gaulbert's lines include bottles, heavy drugs, heavy chemicals, chinaware, glassware, silverware, building material, insecticides, rubbing alcohol, denatured

(Continued on Page 31)



After June 1, Peaslee-Gaulbert Corporation's Southwestern division headquarters will be in this four-story building at Canton and Henry Streets

Graphic Review of Dallas Business

Business Indices, February, 1938, compared with February, 1937

AIR MAIL POUNDAGE



POSTAL RECEIPTS



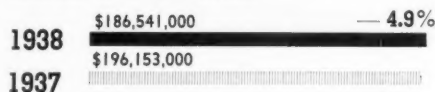
NUMBER OF BUILDING PERMITS



BUILDING PERMITS



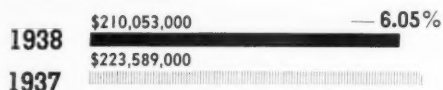
BANK CLEARINGS



TELEPHONES



BANK DEBITS



ELECTRIC METERS



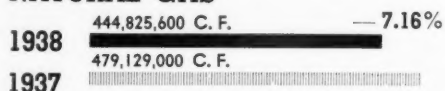
STREET RAILWAY PASSENGERS



GAS METERS



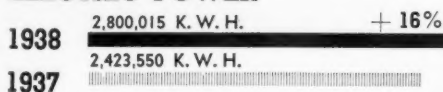
INDUSTRIAL CONSUMPTION OF NATURAL GAS



WATER METERS



INDUSTRIAL CONSUMPTION OF ELECTRIC POWER



NEW CAR REGISTRATIONS



THE MARCH OF BUSINESS

MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown. Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1938	1937	1937										1938
	February	February	March	April	May	June	July	August	September	October	November	December	January
Bank debits (dollars, in thousands)	210,053	223,589	255,053	242,752	221,786	231,952	242,058	230,077	255,202	258,782	236,598	282,612	245,957
Bank clearings (dollars in thousands)	186,541	196,153	233,329	222,945	203,410	219,737	225,697	216,017	251,516	251,045	227,286	238,805	215,980
Building permits (dollars)	752,929	857,814	1,501,058	1,310,267	1,043,106	908,468	837,573	644,848	828,358	859,214	895,951	877,316	965,643
Motor vehicles (new registrations)	943	1,202	2,130	1,387	1,375	1,439	1,352	1,177	1,069	1,218	1,018	1,065	965
Electric meters	79,964	77,177	77,405	77,616	77,959	77,968	77,959	78,786	79,314	79,617	79,661	79,815	79,763
Telephones	86,331	81,756	82,305	82,814	83,405	83,188	83,194	83,557	84,465	85,029	85,304	85,634	86,059
Gas meters	75,076	71,972	71,830	70,934	69,917	69,347	69,344	69,510	70,373	72,842	73,898	74,257	74,575
Water meters	71,560	69,156	69,336	69,668	69,847	70,188	70,450	70,695	70,902	71,136	71,269	71,413	71,528
Postal receipts (dollars)	312,817	331,864	385,263	356,236	352,880	347,277	332,664	303,273	368,511	398,231	371,611	481,862	331,074
Industrial power consumption (in kilowatt hours)	2,800,015	2,423,550	2,518,918	2,706,427	2,972,093	3,572,393	4,253,245	4,241,819	4,330,163	3,948,160	3,291,514	2,913,340	2,863,279
Industrial gas consumption (in thousands of cubic feet)	444,825.6	479,129.0	470,602.4	369,158.2	330,271.8	345,214.8	336,131.2	368,335.8	364,380.0	388,933.2	476,334.2	541,584.4	512,710.0
Street cars and bus traffic (passengers)	4,620,917	4,453,192	4,955,459	5,166,944	5,261,435	5,063,778	4,991,205	4,790,361	5,069,884	5,439,784	4,891,452	5,037,650	4,928,764

American Associated Companies Open Dallas Office

W. E. Taylor, Dallas district manager for the American Associated Companies, manufacturers and jobbers of hotel and institutional linens and laundry textiles,



W. E. TAYLOR

has been with the firm since 1935. Formerly stationed in Atlanta, Ga., as assistant to the vice president for five years, Mr.

Taylor was instrumental in securing establishment of the Dallas branch office, with headquarters at 317 North Beckley Avenue.

All of Texas and Oklahoma are under the jurisdiction of the Dallas branch distribution office. Mr. Taylor, a native Texan, was a traveling salesman for the firm for a number of years.

Port Arthur Area Gets Big New Refinery

Testifying to the continued expansion of the petroleum industry in the Port Arthur section, a construction project

costing between \$2,000,000 and \$3,000,000 has been announced for the Pure Oil Company's refinery at Smith's Bluff, 10 miles north of Port Arthur.

About 400 persons will be employed on the project, which will require six months to complete.

Ursuline Academy Plans Field Day Events May 5 and 6

The Ursuline Academy, 1330 St. Joseph Street, has announced plans for its annual field day events, May 5 and 6, to which the public is invited. A number of out-of-town visitors are expected to attend.

**Two Guests
One Price**

**\$2.00
AND
\$2.50**

Single or
Double
All Outside Rooms
With Tub or Tub and
Shower
JACK TUCKER
Owner-Manager

Ten Floors of Solid Comfort

Near Theatres and Business Section

HOTEL MAYFAIR

DALLAS' NEWEST HOTEL

Ross at St. Paul

DALLAS

Statement of Republic National Bank

Dallas, Texas

Condensed Statement of Condition March 7, 1938

RESOURCES

Loans and Discounts	\$28,034,589.08
Acceptances—Customers' Account	850,000.00
Banking House	1,975,000.00
Other Real Estate	382,863.54
Furniture and Fixtures	198,000.00
Stock in Federal Reserve Bank	210,000.00
U. S. Government Securities	15,004,496.66
State of Texas Securities	1,300,609.00
Municipal and Other Securities	2,402,158.30
Cash in Vault and with Banks	28,968,089.06
TOTAL	\$79,325,805.64

LIABILITIES

Capital	\$ 4,000,000.00
Surplus	3,000,000.00
Undivided Profits	701,862.72
Reserve for Contingencies	363,161.62
Reserve for Interest, Taxes, etc.	192,700.00
Acceptances—Customers' Account	1,360,000.00
DEPOSITS:	
Individual	\$42,548,312.84
Banks	20,558,963.52
Government	6,600,804.94
TOTAL	\$79,325,805.64

OFFICERS

WIRT DAVIS
Chairman of the Board
BEN C. BALL, Vice-President
JAMES M. CUMBY, Vice-President
D. W. FORBES, Vice-President
J. M. HADRA, Vice-President
JOHN R. HAVEN, Vice-President
WM. Z. HAYES, Vice-President
STANLEY A. LONGMOOR, Vice-President
R. J. MACBEAN, Vice-President and Trust Officer

FRED F. FLORENCE, President
LESLIE WAGGENER
Chairman Executive Committee

JNO. E. OWENS, Vice-President
J. W. ROYALL, Vice-President
ROBIN WILLIAMS, Vice-President
L. S. DUPREE, Assistant Vice-President
H. M. RUSSELL, JR., Assistant Vice-President
R. F. NICHOLSON, Cashier
J. W. MASSIE, Auditor
T. J. MORONEY, Assistant Vice-President
and Assistant Trust Officer

FRANK E. AUSTIN
Vice-President

S. N. ADAMS, Assistant Cashier
W. O. ANDERSON, Assistant Cashier
HAYS E. BASSETT, Assistant Cashier
D. B. GANNON, Assistant Cashier
PAT HENRY, JR., Assistant Cashier
ORAN H. KITE, Assistant Cashier
E. L. PREWITT, Assistant Cashier
RAYMOND J. RAPHAEL, Assistant Cashier
H. V. SMITH, Assistant Cashier

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Dallas Business

SEVENTY-NINE new business concerns located in Dallas in March, as compared with sixty-seven in March, 1937, and sixty-six for the previous month. Of the number four were manufacturers, sixteen wholesalers or distributors, thirty retail, ten oil companies, and nineteen miscellaneous. In the total were eight branches of national concerns.

Among the new concerns were the following:

Manufacturers:

Cap & Gown Company of America, 700 Elm Street. Manufacturers of academic caps and gowns. Home office, Los Angeles, Calif.

Dixie Cream Donut Flour Company, 2316 Thomas Avenue. Doughnut flour.

No-Spring Shade Company, 4151 McKinney Avenue. Window shade manufacturers.

Wholesalers:

Tone Anton, 306 South Jefferson Street. Syrup.

Atlas Radio Distributing Corporation, 2011 Jackson Street. Radio transcriptions.

Blue Bonnet Sales & Specialty Co., 418 North St. Paul Street. Novelties.

Central Pharmacal Company, 715-A North Ervay Street. Pharmaceuticals.

Distributors Sales Company, Liberty Bank Building. Distributors of Anti-Mist for automobile windshields.

Green & Runnels Produce Company, 2121 Cadiz Street. Produce.

Holloway & Company, 1715 Griffin Street. Salvage.

Hughes Candy Company, 4015 Main Street. Candy.

Knox Glass Bottle Company, 1400 Allen Building. Bottles. Home office, Jackson, Miss.

S. A. Larkin, 209 North Hawkins Street. Food broker.

Meredith Equipment Company, 4506 East Grand Avenue. Machinery.

Modern Theatre Equipment Company, 2009½ Jackson Street. Theatrical equipment.

Sunbeam Electric Manufacturing Co., 401 North Lamar Street. Headlights and electrical equipment. Home office, Evansville, Ind.

Superior Brewing Company, 1708 Cadiz Street. Beer. Home office, Fort Worth, Texas.

Superior Pop Corn Company, 4108 Ross Avenue. Pop corn.

W. E. Titus Wholesale Company, 2211 Commerce Street. Distributors of Crosley radios, electric refrigerators, ranges and other Crosley products.

Petroleum:

Anco Gas Corporation: Chartered with capital stock of \$15,000, by C. O. Byrd,

W. O. Whiteside and Margaret Clark, with Dallas as headquarters.

Bennett Crude Oil Purchasing Co., Republic Bank Building. Affiliated with Bennett Petroleum Corporation.

Benoil Company, Republic Bank Building. Incorporated by Frank W. Bennett, M. P. Reid and L. R. Thompson.

Karr Lease & Royalty Company, 1210 Santa Fe Building. Oil royalties.

Homer P. Lee, 1219 First National Bank Building. Oil producer.

Long Lake Production Company, incorporated for \$50,000 by C. O. Byrd, Margaret Clark and W. O. Whiteside.

McDonald Bros., 1306 Gulf States Building. Oil producers.

North Central Company, 613 Prae-

torian Building. Oil. (Roy F. Townsend.)

Schlumberger Well Surveying Corp., 703 Kirby Building. Oil well surveyors.

Miscellaneous:

Hansen & Tidemann, Inc., 1413-A Cotton Exchange Building. Steamship agents.

Haynes & Downes Commercial Art Studio, 1915½ Main Street. Artists.

Lahey Fargo Company, New York, commercial paper; Robert S. Hudson, Republic Bank Building, representative.

Meglin-Fanchon-Marco Studio, 2115 Live Oak. Dance studio and entertainment. Home office, Hollywood, Calif.

Milgrim Studios, 1720½ Bryan Street. Photographers.

A. E. Morgan Construction Co., 301 Wilson Building. Contractors.

National Schools, 427 Wilson Building. Private school.

(Continued on Page 31)

Business Review and Outlook In the Southwest

By HAROLD M. YOUNG

Dallas District Manager, Bureau of Foreign and Domestic Commerce,
U. S. Department of Commerce

IN the reports prepared and released by the Bureau of Foreign and Domestic Commerce covering 25 states, including Arkansas, Oklahoma, and Texas, the year 1937 showed gains in all except five. In other words, 80 per cent of the 25 states registered gains in 1937 over 1936. Of the five states showing decreases, the largest decrease was 2.4 per cent. In the month of January, 1938, however, for this same group of states, there were only three states out of the entire group that registered gains; and two of these states were the Southwestern states of Texas and Oklahoma, the third being Iowa.

During the past four weeks, Dallas retail stores reporting to the Dallas district office of the Bureau of Foreign and Domestic Commerce have had their ups and downs. However, by throwing all the reports for the four weeks together, we find that a bare majority is found to be on the plus side.

For the week ending February 26, two-thirds of these stores registered gains over the comparable week of the previous year. The complete range was from a decrease of 35.8 percent to an increase of 30.9 percent. Better than half the reporting stores registered gains exceeding 5 percent. The week ending March 5 also showed improvement over the comparable week of the previous year with better than

two-thirds of the reporting firms registering gains. The heaviest decrease in this instance was only 3 percent; and from this figure the range was upwards to 49.6 percent. With Easter coming later this year than last year, the immediate past two weeks, as might be expected, have not held up quite as well in comparison with last year. For the week ending March 12, better than two-thirds of the reporting stores showed decreases compared with the same week of last year. The complete range was a decrease of 40 percent to an increase of 28 percent. Decreases reported, however, were for the most part under 10 percent. Decreases were general among department stores, specialty stores, and men's stores. For the week ending March 19, less than two-thirds of these stores registered decreases compared with the same week of last year. Although a majority of the stores did show decreases, some had increases. All of the stores which showed increases gained 10 percent or better. The complete range was from a decrease of 17.3 percent to an increase of 43.5 percent.

For the month of February more than half the Dallas reporting stores showed gains, and there were no severe decreases, the greatest decrease being 9.1 percent, and from this figure the range was upwards to a gain of 16.9 percent.

(Continued on Page 35)

PHYSICAL COMFORT

(Continued from Page 12)

be insulated with heavier clothing which causes a slower escape of the heat. Unfortunately this cannot be undone in the summer time because, even though all the clothing be removed, the warm air itself acts as an insulator. Air that is already heavily laden with heat can receive very little more from the 98° body. Consequently, this heat, being unable to escape to the air as rapidly as it should, merely accumulates in the body, sometimes having a tendency to cause higher body temperature. In some cases this condition creates what is termed "fever", causing, at first, discomfort, and thereafter enervation, illness and, in many instances prostration and death.

Therefore, it should be readily understood that the mere movement of air cannot be of much benefit unless we can actually introduce cooler air or possibly air with a lower relative humidity because it is a well known fact that we do get a certain cooling effect from the evaporation of the perspiration from the surface of the skin even though the temperature be relatively high. The cooling power of evaporation can be easily understood by those of us who have had occasion to use rubbing alcohol or perhaps have felt the effect of gasoline on the hand. The cooling effect is due to the rapid evaporation of the liquid involved. This is the basic principle behind the cooling effect of the evaporation of liquid from the surface of the body.

However, if the surrounding air is already high in percentage of relative humidity, it can easily be understood that the evaporation process is retarded in direct ratio to the percentage of saturation of the air.

So, we see that fans, open windows and other sources of air movement have not been, and cannot be, completely efficacious because they have no control over the temperature or the humidity of the air which they handle. They can never do anything but furnish such air as is available.

Therefore, our problem comes down to one of actually changing the conditions of the air itself. Many methods have been suggested for attempting this in the past but none has ever been so satisfactory as the application of the principle of refrigeration to the problem. This is true principally because refrigeration performs the two prime functions which are most needed in attempting to change the conditions of the air. These two functions are *cooling* and *drying*. No one needs to convince us that refrigeration, either by ice or mechanical means, actually does a cooling job. We know that the air in our refrigerators is of lower temperature than that in the kitchen. Fortunately for us the very process of cooling the air also



The Safeway Stores' general offices in Dallas have been air conditioned for year-round comfort and greater employee efficiency

dries it, or *dehumidifies* it, as the air conditioning man says. Those of us who have paid attention to mechanical refrigerators have no doubt noticed the frost which accumulates on the cooling coils. This frost, of course, comes from the air from which it has been condensed, merely because it has been chilled to a point below the point of condensation. Engineers call this the dew point. It is exactly the thing that happens on the outside of a pitcher of ice water, particularly on humid days. While, of course, we do see frost on the coils of our kitchen refrigerator, air conditioning apparatus is not operated on a basis where frost will form, because it is not necessary to get so low a temperature. The temperatures utilized are more nearly those of the outside of the pitcher of ice water mentioned, wherein frost does not accumulate but on which condensation does form and which is allowed to drain away.

No better method than refrigeration has ever been found in attacking the problem of air conditioning, although the application of refrigeration for air conditioning is not by any means as old as the earlier types of refrigerating machines. There are several reasons why the application of refrigeration to the problem of air conditioning has trailed several decades behind the development of the machinery itself. In the first place, the very earliest machines were very large and cumbersome, quite complicated to operate and, in most cases, required the constant attendance of an engineer. Due to the large applications and the limited quantities, costs were prohibitive from the standpoint of universal application. Another factor which prevented the use of refrigeration was the round-about methods to which the refrigeration industry needed to go in order to successfully accomplish air conditioning. The refrigerant gases of the earlier days were hazardous from the standpoint of public safety. Although perfectly safe and satisfactory for enclos-

ures in refrigerators, they would not be satisfactory in auditoriums, public gatherings or sleeping rooms, due to the hazards of leaks and the possibility of panics.

Two factors have been mainly responsible for the evolution of refrigeration into actual air conditioning work. First was the development of an absolutely new refrigerant possessing practically every known desirable feature. The new refrigerant's trade name is "Freon". To those who are familiar with chemistry, let us say that its chemical name is *Dichlorodifluoromethane*, or CCl_2F_2 . It is non-poisonous, non-explosive, non-inflammable. It is a good fire extinguisher. It is practically without an odor of any kind in its pure form and is not injurious to flowers, food or fabrics. It is a development of the General Motors laboratories.

The second factor which has made air conditioning universally available was the tremendously large production finally accorded to automatic refrigerating machines for home and commercial use. Without such tremendous production and without the refrigeration-consciousness on the part of America it is doubtful whether air conditioning would have the opportunity to sweep the country with the wave of public acceptance that is in evidence today.

The actual application of refrigeration to air conditioning is fundamentally no different than the application of a kitchen refrigerator or to a refrigerator in a store. Only capacities and operating temperatures are different than those of refrigerator applications. Regardless of the type of units used, the principles are such that the air in a room is periodically circulated over a coil where heat is actually extracted, moisture is extracted and a cleansing action takes place. This cleansing action removes practically all of the dust, dirt, bacteria and pollen from the air, leaving it sweet, clean, cooled and dehumidified. The cleaning is automatic. Although a by-product of the cooling and

(Continued on Page 28)

DALLAS

Medical Center

By DR. EDWARD H. CARY



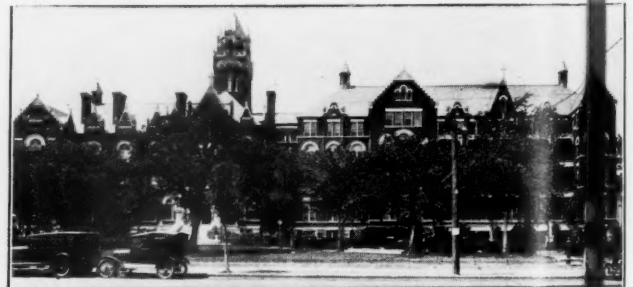
*Parkland Hospital, Municipally
Owned Hospital at Maple and
Oak Lawn Avenues*

THE GROWTH OF DALLAS has been continuous, little affected by depressions which frequently have retarded the growth of cities whose interests were less diversified. Dallas, favorably located in this great southwest from a geographical standpoint, very early became the logical place for development of banking, insurance, and other business, and as a distributing point for a number of commodities needed by Dallas people and those in surrounding vicinity.

When the city was still very small, medical men realized its future possibilities as a medical center. In 1903 the struggling medical school was integrated with Baylor University, with the hope that here we would be able to keep abreast with development of the sciences and the application of this knowledge in an ever-enlarging and enlarging medical practice.

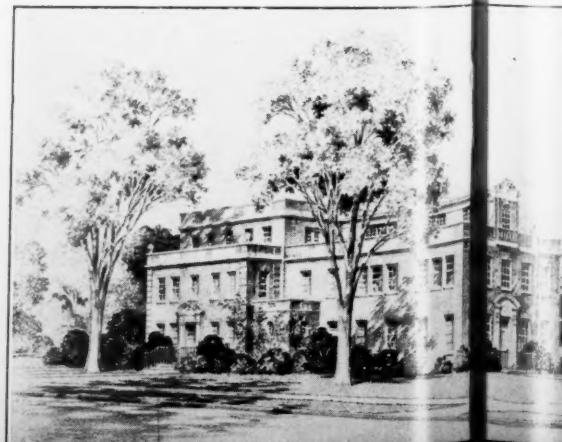
As the city has grown, so has the profession of medicine. Today Dallas has four hundred and thirty members of the Dallas County Medical Society and a hundred and fifty modernly-trained dentists composing the Dallas County Dental Society. These men, in their respective professions, have met all educational standards in science at the time they graduated; and so, we find living in this city an army of men, well trained and eager to serve, who have required (and still do) constantly expanding facilities to meet their needs.

There has been steady growth in medicine, with enlarged hospital facilities, just as in other industries in this locality, there has been wide expansion. As we speak of medical standards, we must explain that these standards result from an evolution in medical teaching and medical endeavor. They represent the best accepted thought, applied to teaching medicine, to facilities of teaching, and to hospital care; so, we have these in mind when we speak of the evolution of medicine in Dallas which has been intimately concerned in meeting the requirements which go to make up the standards acceptable in the best medical circles throughout the United States. We have in Dallas today many approved hospitals: Among these are Baylor University Hospital, Saint Paul Hospital, Dallas Methodist Hospital, Medical Arts Hospital, Dallas Medical and Surgical Clinic, Bradford Memorial Hospital, Parkland Hospital, Scottish Rite Hospital, Carrell-Driver-Girard Clinic, Rushing Clinic and Sanitarium, and Timberlawn Sanitarium.



*Saint Paul Hospital, Occupying Entire Block at
Bryan and Hall Streets*

*Florence Nightingale Hospital, in Condition
Throughout the Year*



*Medical Arts
Hospital and
Building.
First, largest
and most com-
plete medical
building in
the world.*



AS

ner of the Southwest

affected by depres-
whose wives and
this growth west
place for develop-
ment for a number
g vicinity

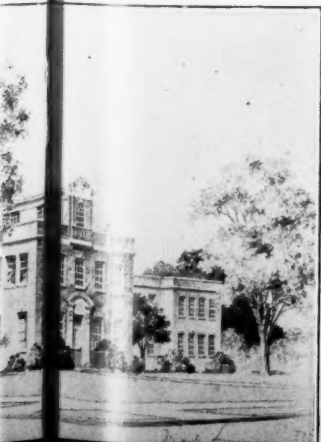
future facilities as
integrated in Baylor
east with develop-
ment ever- and

today Da has four
ety and a hundred
Dental Serv. These
standards in place at
army of cars, well
constantly expanding

hospital facie just as
ion. As speak of
from an institution in
accepted light, ap-
tential care so, we
in Dallas which has
go to tie up the
hired staff. We have
Baylor University Hos-
pitals Hospital Dallas,
Parkland Hospital,
clinic and sanitarium,



hospital, A Conditioned
the Year



Hospitals are approved also for special qualifications: For instance, young medical graduates, to help round-out their medical education, are required to have interne service. This term of service is accepted throughout medical circles as a fifth year in medical training, provided, the training is obtained in an institution approved by the American Medical Association for "interne service." Texas has twenty such approved institutions, where the hospital services are recognized as being of teaching merit; of these, five are in Dallas: Baylor University Hospital, Saint Paul Hospital, Medical Arts Hospital of Dallas, Dallas Methodist Hospital, and Parkland Hospital.

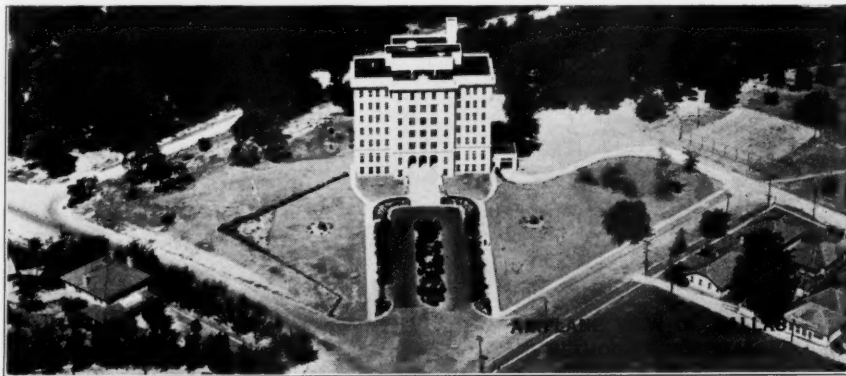
In all of the Dallas Hospitals last year, it is estimated there were forty-five thousand admissions, with an average stay of each patient numbering about eight days. Of this number of patients about one-third came from out the city, many of them from distant localities. Statistics point out that three persons accompany each hospital patient and that their stay, too, is about eight days. Therefore, the statement that hospitals, physicians and dentists bring over twelve million dollars annually into the trade channels of Dallas, may be recognized as approaching the truth.

Dallas is peculiarly blessed in having pure air, uncontaminated with soot and smoke, as is the case in many eastern cities which burn soft coal. The percentage of respiratory complications following operations here is very low compared with the statistics given in many cities. People who know become interested in minimum percentage of risk from post-operative complications, which inducement Dallas offers.

Dallas has a so-called million-dollar "invisible" clinic. This invisible clinic resides in the huge Medical Arts Building, which has recently been modernized and a year-round air-conditioning system installed. Again, emphasis has been placed upon pure air. A petrous dish study, wherein germs that may be in the air fall upon culture media, shows that the growth of germ life is very low. The results of numerous laboratory studies of the atmospheric content in different offices and sections of the building, show that germ life is negligible.

In this so-called "invisible" clinic, medical men of finest talent find it convenient

(Continued on Next Page)



Airplane view of Dallas Methodist Hospital, Medical center of Oak Cliff since 1927

Believers In Dallas

Baylor University and Hospital
Butler Brothers
Dallas Railway and Terminal Co.
Employers Casualty Co.
Fidelity Union Life Insurance Co.
Fleming & Sons Paper Mills
Gulf Insurance Company
Gulf States Life Insurance Co.
Hotel Whitmore
Jefferson Hotel
Liberty State Bank
Republic National Bank
The Schoellkopf Co.
Southland Life Insurance Co.
The Texacone Company



Entrance of Florence Nightingale Hospital, a Unit of Baylor Hospital

Baylor University Hospital. Educational center of
Medicine, Dentistry and School of Nursing



RAIN or SHINE Save-a-Life..

.. with three-way protection of Firestone triple-safe Tires. They protect against PUNCTURES... protect against BLOW-OUTS... protect against SKIDDING. Every cord in every ply is gum-dipped with two extra layers of gum-dipped cords beneath the tread. Be prepared for the changeable Spring weather. Visit Skinnie & Jimmie today.

Easy Budget Terms

Remember our address
Ross and Harwood Phone 7-3177

Skinnie & Jimmie
Firestone
AUTO SUPPLY AND SERVICE STORE

The Southwest's Medical Center

to use each other without having to pool overhead costs. They are in position to cooperate with each other for diagnostic purposes, which is to the interest of the patient. There are many duplications in this building over and over, of every convenience and aid known to medical science, all of which facilities are placed at the service of the four hundred and fifty physicians and dentists who maintain their professional home in the Medical Arts Building.

Dallas people may well say, "Why should we go elsewhere for medical care and advice?" when Dallas medical men are in demand throughout the land as lecturers and authorities on the most difficult and obscure medical subjects.

There was published, a few years ago, in this connection, a statement made by a great medical man, who was attending a national meeting in Dallas. He said, in part, "In my fifty years of medicine, covering intimate knowledge of conditions here and abroad, I have never been so astounded as by what I find to be true in Dallas. Here, you have such progressive and efficient hospitals; a great medical and dental teaching center unequaled anywhere; and as to medical skill and experience, you are certainly most fortunate in having men in practically every field, who rank among the highest."

Dallas offers post-graduate opportunities to her devotees of medicine. The education of physicians and dentists is not static. They must keep up progressive investigations and add to their education by study throughout their lifetime.

The Dallas Southern Clinical Society offers annually a clinic, not to be surpassed anywhere in the medical talent appearing on its program.

The Dallas Academy of Ophthalmology and Otolaryngology presents outstanding medical programs throughout the year.

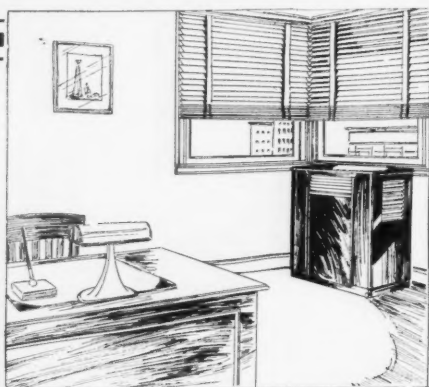
The Mid-Winter Dental Clinic, so frequently held in Dallas, is an eminently worthwhile educational feature.

The County Societies, at their regular meetings, have their members present papers on subjects of current interest to the profession, both of scientific and economic nature.

The Staff Meetings of the various hospitals present opportunities for scientific advancement.

Anyone, who will take the time and opportunity to survey the medical, dental, and hospital facilities of the entire Southwest, will very convincingly proclaim DALLAS as THE outstandingly equipped CITY along these lines.

At this time a group of citizens are developing a permanent board for the purpose of raising funds to properly house and endow Baylor University's College of Medicine. It is contemplated that not less than five million dollars shall be accumulated to give to this section of the state that sustained eminence in medicine, which a scientific institution should develop and maintain. Baylor's medical school has rendered thirty-five years of honorable service in building a great medical center in Dallas; but, all great medical centers must be endowed so that the school can continue to live even when its enthusiastic builders have passed on.



Let a
PERFECTION-AIRE
ROOM CONDITIONER
*Give You New Enthusiasm
for WORK--this Summer!*

LEAVE heat, humidity and dust outside and profit by the pick-up of clean, invigorating, "mountain-top" air within your place of business. **PERFECTION-AIRE PORTABLE ROOM CONDITIONERS** give complete summer air conditioning—filtering out the dust, reducing humidity and circulating cooled air to all parts of the room without annoying drafts.

PERFECTION-AIRE UNITS

—are self-contained and require no plumbing connections. Move them easily on smooth-rolling casters—adjust their simple window fittings—plug into the nearest electrical outlet—and have cool comfort for only a few cents a day.

\$395.

TERMS ARE
AVAILABLE
F. O. B.
DALLAS

One-ton Refrigeration Capacity
Genuine Walnut Cabinet

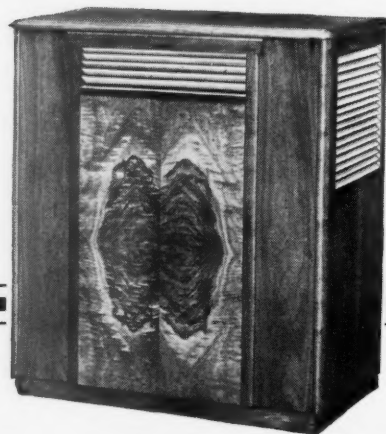
DEALERS WANTED!

Air Conditioning Engineers recognize the outstanding advantages of Perfecton-Aire's patented features—including its high water-cooled refrigeration efficiency without plumbing connections, and its amazing economy of operation from a unique, single-motor drive.

Write today to Perfecton-Aire Corporation, Dallas, Texas, for information regarding attractive dealer franchise for cities in Texas and Oklahoma.

The PERFECTION-AIRE Corp.

Perfection-Aire Bldg.
DALLAS TEXAS



Agriculture's Favored Area

(Continued from Page 5)

yields increased from 20 to 50 per cent. In Louisiana terracing and contouring was done on 100,000 acres in 1937; Arkansas reports 1,000,000 acres in soil conservation projects; and Oklahoma 2,061,000 acres protected.

There is significance in the fact that in Texas 3,600 trench silos were constructed in 1937, making a total for the state of 10,500 with a total capacity of over 1,000,000 tons of ensilage. Oklahoma reports 1,533 new silos for 1937, making a total of 4,737. Arkansas constructed 364 trench silos in 1937.

More Livestock Raised

The Breeder-Feeder movement is sweeping the Southwest. The farmers of this area are definitely headed toward a balanced farm program, with livestock as one

With the increase in the production of livestock will come a marketing problem. There is some fear of glutting the market. There will be an increase in livestock production, but not necessarily an overproduction. If farmers and their families consumed their share of fresh meat, we could increase the production of calves by 2,500,000 in the Southwest, the number of lambs by 3,000,000, and the number of hogs by 1,000,000 or more and not send an additional animal to the market. Modern refrigeration on farms and the establishment of cold storage locker systems throughout rural districts makes this possible. If lockers and refrigeration are not available, meat rings could be organized by groups of farmers, each taking a turn at killing and supplying fresh meat to his neighbors.

It is not definitely known how much federal money will be distributed in the Southwest in 1938. Many millions of the 1937 payments are now being sent out. Total 1938 payments depend upon further appropriations. To illustrate, however, we will take a Dallas County farm with 100 acres in cultivation. We assume that this farm has an allotment of 10 acres of wheat, and that the normal average production is 15 bushels per acre. On the basis of county areas in cultivation, the rest of his cultivated acreage will be divided as follows:

Cotton	31 acres
General crops	30 acres
Soil building crops	29 acres

If his cotton base is 200 pounds per acre, he will receive 2.4 cents per pound on that basis, whether he produces his average or not, and he can sell all he produces. His government payment on this cotton will amount to \$148.80.

Assured of \$195

He will receive for his wheat production, at 12 cents per bushel, \$18. He will receive a payment of \$14.50 on his general acres, and \$14.50 on his soil conserving or soil building acres, provided, in the latter case, he does not pasture or harvest, but plows the crop on his 29 acres under. This makes a total of \$195.80 he is sure of. Under the parity provision of the law, he may receive, if the money is appropriated, as much as 2 cents a pound on 65 per cent of his base production, which would add \$80.60, making the total \$276.40 on this 100 acres of cultivated land. Although these same figures will not apply to every farm, it is apparent that the total for Texas, and for other Southwestern States will add very materially to the farm cash income for 1938.

There is every reason to believe that the Southwest will be blessed with abundance of both food and fiber in 1938, and that agriculture, as an industry will contribute much to the stabilization of business.



Cotton no longer dominates the agriculture of the Southwest, and balanced farming has been advanced 25 years. Dennis Hayes photo.

of the major projects. It means more profitable hours of labor, a more stable and evenly distributed farm income, soil improvement, higher acre yields and lower production cost. It also means more construction of homes and other farm buildings and fences and the purchase of more equipment. A report from Louisiana is evidence of this fact. This report shows the construction of 2,173 farm buildings in 1937, 892 being new poultry houses and 470 storage houses.

D. D. McCain Eric C. Gambrell INSURANCE AND BONDS

GENERAL AGENTS

Indemnity Insurance Co. of North America.
Employers Liability Assurance Corp. Ltd., of
London, England

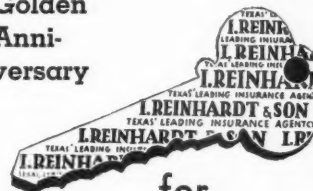
AGENTS

Aetna (Fire) Insurance Company of Hartford, Connecticut
Insurance Company of North America—Fire
Automobile, and Parcel Post
Atlas Assurance Company, Ltd., of London, England
Scottish Union & National Insurance Company of Edinburgh
Pearl Assurance Co., Ltd., of London, Eng.
Phoenix Assurance Co., Ltd., of London, Eng.
Hudson Underwriters of the Franklin Fire Insurance Company.

SEAY & HALL

First National Bank Building
Telephones 7-1141, 7-1142

Golden
Anni-
versary



for

FIFTY YEARS

—the "Key to Perfect
Insurance Service,"
in Dallas

I. REINHARDT & SON

Chas. R. Tucker

John L. Cottingham

First National Bank Building

FULLY-PAID INVESTMENT CERTIFICATES ISSUED \$100 to \$5,000

Insured by Federal Savings and Loan
Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 4%

METROPOLITAN BUILDING & LOAN ASSOCIATION

1400 MAIN STREET

Representatives Wanted

by manufacturer of product famous since 1880, sold to hotels, clubs, restaurants, tap rooms, retail and wholesale grocery and beverage trades. Commission or brokerage and protected territory.

Address Replies to
SOUTHWEST BUSINESS
REPRESENTATIVE 1-A
Chamber of Commerce Building
DALLAS, TEXAS

Bolan & Bolanz

Real Estate . . Insurance
Industrial, Business and Residence
Sales and Leases
Phone 2-1243
CHAS M. BOLANZ, Realtor
216 S. Akard Dallas, Texas



H. R. PETERS
President
THE

HAVE YOU

ever discussed
your engraving require-
ments with a practical
Photo-Engraver?

If Not, Try It—

IT PAYS
CALL ME— 2-2374

WANTED

Southwest Business Magazines
The office of SOUTHWEST BUSINESS
is in need of the following numbers of
THE SOUTHWEST BUSINESS Maga-
zine:

December, 1936 April, 1937
January, 1937 November, 1937
March, 1938

We will gladly call for and pick these
magazines up if you will call 7-8451,
MAGAZINE Department.

PHYSICAL COMFORT

(Continued from Page 23)

drying action, it cannot be avoided. The industry cannot give a satisfactory cooling and dehumidifying unit that does not automatically clean. This is due to the fact that all of the air is forced to pass over thousands of inches of exposed surface that are thoroughly wetted with condensate out of the air which, incidentally, is one of the purest types of water of which we know. The dirt and other particulate matter taken from the air are washed down the drain along with the normal condensate.

So far our discussion of air conditioning has dealt almost entirely with the problem of summer comfort. In the fullest sense, the term "air conditioning" applies to such man-made processes that are able to exercise control of the temperature, humidity and purity of the air throughout the entire year. We have already said that our heating methods of the past have been fairly satisfactory. This, of course, is a relative term and, compared to the progress made in summer comfort, such methods were relatively satisfactory. Compared to what can be accomplished in the future they are certainly not satisfactory. Today great improvement in indoor comfort in the winter season can be accomplished not only by a better control of temperature but also a better control of humidification, air movement and filtration. In this field much progress has been made in the last two or three years, although at the moment the greater public interest is centered around the cooling feature of air conditioning, probably because the greatest need is still to be found in that field.

Of course, all of this is interesting. It is interesting to know that heat may be transferred, that humidity may be extracted from the air and that air may be cleaned. It is interesting to know that apparatus has been developed which will perform all of these functions automatically. But, after all, what does it mean to us as citizens? Is it of interest only to the individual manufacturer or is it something of interest to us all?

We will find that air conditioning is already a very definite factor in our national life, principally because it has a three-fold field of application in at least one of which all of us will be found. First, we have the field of human comfort. This is a very broad term. As a matter of fact, it is broad enough to take in the entire field of air conditioning, were it not for the very special applications to follow which are entitled to special classification. The field of human comfort is as broad as the race. We do not mean to imply that our market is as broad as that but, as is usual in other cases, the market will merely be represented by a percentage of the interest. Human com-

fort is a powerful factor. As a matter of fact, there is no single appeal in the universe more potent. Everything which we do, every plan we make, every hope we have, finds its origin and consummation in our personal comfort. Hunger, pain, ill health are all ramifications of discomfort. But these have seen greater degree of realization so far than the answer to atmospheric discomfort, particularly in the summer season. To furnish better conditions in our homes, to have cool dining rooms, cool living rooms, cool bed rooms is a marvelous thing. The relief which we may afford to old folks, to the aged and infirm, to the sick, to the infant in the nursery, gives us a picture of a small part of that which air conditioning can accomplish in the field of human comfort. To work all day in cool comfort while the sun outside causes sweltering conditions is worth more than it costs and today the cost is desirably low.

Then there is a great field for air conditioning in the realm of human health. We find much therapeutic value attaching in respiratory troubles, hay fever, bronchitis, pollen asthma, etc.—fever cases in general, heart trouble, heat strokes, even tuberculosis, summer diarrhoea, debilitating maladies, etc. Within the last twenty-four months literally hundreds of sufferers from hay fever have found great relief in those periods of time spent in conditioned rooms. Most of us realize that when we are exposed to excessive temperatures considerable extra load is thrown on the heart in its attempt to keep the body cool through the circulation of the blood. For generations people have been leaving their homes and friends and jobs to go to other climates for their health's sake. And what do they find in these other climates? Probably a high or a low humidity, a high or a low temperature, depending upon their particular ailment. No climate on earth is wholly bad or wholly good but many of the so-called desirable climates can actually be reproduced in indoor spaces at home.

Bear in mind in this connection we make no specific claims for the efficiency of air conditioning in the realm of health. By that, it is meant we do not prescribe. Those of us who are connected with the industry realize that this is a function only of the physician. He must specify. Where it is within our power, we merely fulfill his prescription, but our contact and experience with many such cases in this sphere indicate that air conditioning is on the threshold of a marvelous development in the field of human health.

Then, finally, we have the field of business increase. This is the field that is, at the moment, in the center of the spotlight. This is only natural because it is in this field that users are enabled to make a direct profit upon their investment.

The prime concern of every business owner, whether that owner be an individual or a board of directors is: What can be done to get the increase in business which is absolutely necessary to protect the business? These are problems which today are causing many business men to work far into the night on plans and ideas.

There are, of course, certain things which we have always had and which have had their part in specific instances of increasing business or helping us to keep the business going. The periodic or even the continuous sale is an institution in America today. Few retail businesses would think of operating without the proper advertising, whether it be a page in the newspaper or an electric sign in front of the establishment. We attempt to properly equip our stores. We work diligently to place a proper display of our merchandise on our shelves. We make deliveries. We extend credit. We install new and elegant fixtures. Figuratively speaking, we go to the ends of the earth to get merchandise at the lowest possible prices in order to hold our position in the market. These things are not new to any of us. They are institutions in American business life. But, at best, they are but defensive measures. Possibly it can be said that were it not for these we would definitely lose ground. But the need is greater than a mere defensive measure. The universal problem is "What is the best *offensive* measure?—What can I do to increase my business?—How can I get more customers?—How can I make more sales? How can I make more profits?" Is this necessarily a selfish attitude? Not by any means. In many cases it means the salvation of the business itself. In many others it means only a reasonable profit for all of us as business men realize that the profit to the owner is to be found in the last 15% or 20% of the sales. Up to that point we are merely paying the other fellow's expenses. We are merely satisfying the overhead. We are merely breaking even.

Every once in a while there comes over the business horizon a new scientific development that plays a leading part in the solution of these problems, particularly for the merchants who are of the alert and progressive kind. The printing press did this in the field of advertising, the electric light certainly accomplished this in the field of attractive store displays and brilliant lighting, the moving picture did as much in the business of the theater and the sound track on the movie film did the same thing in the moving picture industry itself.

To the alert, of course, these scientific developments spelled opportunities; opportunities upon which they could capitalize by attracting more customers, increasing store traffic and thereby making

more profits. Of course there were some who thought they could afford to ignore these developments. We know the results. You know the results. Eventually all were doing the same things but the real benefits accrued to those who were the leaders. Today air conditioning offers to the modern business man another opportunity to take advantage of a scientific development. From the beginning of time, human beings have been uncomfortable in the summer season. From the beginning of time the human body has sought comfort. Every person has done all he could to gain at least some measure of relief and herein lies the appeal. It is not a novelty; it is not a luxury; it is a definite appeal based upon a fundamental human requirement. And this appeal is as broad as humanity. Discomfort is no respecter of persons; it attacks the rich and the poor, the strong and the weak, the wise and the foolish. Is it any wonder some business establishments have already installed air conditioning and are reaping large profits from their investment? Is it any wonder that the theaters have gone to air conditioning? Is it any wonder that the boards of directors of our principal railroad lines have specified air conditioning in a fight to regain passenger business?

Few business men today are in a position to stock their shelves with such merchandise or to include in their schedule such services as will please everyone of their customers. Every business man has the experience of finding himself in a position whereby he cannot satisfy the demands of certain customers and yet, here in the field of air conditioning, we have a product which can be installed in any man's store and which will have a pleasing and constructive effect upon every customer who comes in the front door. Here is something that pulls people into the store, causes them to go around the block, to come across the city in order to get to that store and to spend as much time as possible there. This is more than a novelty; this is an innovation in merchandising. Not everybody will know that the merchant gives credit; not everybody will know that he purchased a new rug; not everybody will appreciate the new fixtures he has installed. It is very doubtful if everybody will read his advertising, but everybody who comes into the air conditioned store will be instantly conscious of that improvement and will probably go out spreading a type of advertising that cannot be purchased for money in any other channel.

In these paragraphs we have attempted to present a panoramic view of this new scientific development which is called air conditioning. We have tried to show its broad applications. We have attempted to point out the tremendous rate at which it is engulfing America. The refrigeration

(Continued on Page 31)



JUDGE...

the many advantages the Port of Beaumont offers you and we believe you will agree with us that you should ship and receive via Beaumont.

Serving Beaumont's deep sea and inland water way are Railways, Highways, Seaways, Inland Waterways, Airways, and Pipe Lines.

THE PORT COMMISSION BEAUMONT, TEXAS

R. T. BEHANNON, *Southwestern Rep.*
915 COTTON EXCHANGE 2-7917

DALLAS, TEXAS

O. L. Crawford, *Port Direc.*, Beaumont, Tex.

Don't Miss Texas' Most Popular Hotels



Wherever you go in Texas—remember that if there's a Hilton Hotel you are assured of the best of food ... rooms ... service without one cent of undue cost. One purpose governs all Hilton Hotels ... to make every customer want to come back.

DALLAS	LUBBOCK
LONGVIEW	PLAINVIEW
ABILENE	EL PASO

The HILTON HOTELS

C. N. HILTON, President

Art Institute Moves to Dallas Museum of Fine Arts

The Dallas Art Institute has rounded out its twelfth year by moving into commodious new quarters in the Dallas Museum of Fine Arts. This move fulfills the plans of a group of public-spirited citizens who have supported the school as a quasi-public, non-profit-making institution devoted to the cultivation and perpetuation of Southwestern talent for more than a decade.

The Institute was founded as a private enterprise, but during the depression the private interest was purchased by art-loving citizens, and the institute was housed in "The Barn" of the Civic Federation. Later, these quarters were outgrown, and the school then moved to the brick building at the corner of Fairmount and McKinney Avenues, where it remained until the move two weeks ago to the museum.

The agreement between the Art Association and the Institute is in line with the desire of the Dallas Art Association and the city park board to have the museum serve a useful purpose as well as be a place for public collection of art works to be stored and displayed. It will mean "life in the museum"—a thing they have been asking for.

It is the ambition of the school's sponsors to have it serve the Southwest as the Art Institute of Chicago serves that region. In order that the public may become better acquainted with its program and possibilities, a series of exhibitions of the work of students and faculty has been planned. The first was given Sunday, March 13, and was attended by more than 500 people. Guests included Mayor George Sprague, the City Council and the Park Board.

The school has two departments: the fine arts department, and the arts and crafts department. Expansion is planned for both departments, and already afternoon classes have been added in sculpture, and classes in etching and lithography have been established.

The faculty includes: Olin H. Travis, headmaster, instructor in drawing and painting and creative arts; Harry Lee Gibson, sculpture and ceramics; Harry Carnohan, composition, mural painting and the history of art; Leona McGill, director of summer school; Norman Bucklin, industrial design; Harriett Grandstaff, fashion illustration; William Elliott, advertising design and technique; Nova O'Brien, costume design and pattern-making; Alley B. Gatteys, poster design, display lettering and block printing; Reveau Bassett, graphic arts; Charles T. Bowling, lithography. Harry Lee Gibson, who formerly worked with Emil Konquist, celebrated designer of jewelry, is starting classes in jewelry designing and metal work.

MODERN HOMES

(Continued from Page 13)

certain condition can be established which will be acceptable to the family as a whole. From the statement of these two facts it is easily seen that many of the types of systems which we install in stores, banks and other places of business are not applicable to installations in dwellings, purely from the fact that they are designed on the basis of the greatest good for the greatest number of people, that is, a set of conditions is adopted which has been found suitable to the greatest number of people.

Since each person in building or renting a home believes as a fundamental fact that he has a right to whatever things his taste dictates in that home it is only natural to assume that he will maintain the same right to dictate the conditions of air within his home. This means that in a multiple occupancy type of dwelling it is a foregone conclusion that each division of occupancy must have the right of selection of the conditions maintained within that division.

There are many points relating to the physiological effects of conditions which should be made clear and which must be considered in the selection of a system. Some types of hay fever and asthma are caused by outside stimuli which are removed from the air by the conditioning system, effecting almost instant relief from these diseases upon entering the conditioned space. Other types of these maladies result from certain food stimuli, and while the system can have no direct effect upon them there is a certain amount of relief obtained due to the soothing effect of the cool, dehumidified air upon the inflamed mucous membranes.

During the winter season much of the sinus trouble and common colds which we experience are due to the unusually low humidities which obtain through the colder weather. This dryness of the air tends to harden and crack the mucous membranes of the throat and nose, giving easy access for whatever germs may be in the air. In a properly designed system a sufficient amount of humidity is maintained throughout the winter so that the mucous membranes are always kept moist. This does not permit the germs a place to gain foothold, and the normal filtering action of these membranes eliminates the entrance of bacteria into the system.

It is therefore seen that a properly conditioned space promotes a general higher level of health throughout all seasons of the year.

The filtering action of a modern air conditioning system is responsible for the removal of many harmful bacteria as well as the usual dust particles found in the air of any city. This dust removal is responsible for the lessening of the drudgery of house cleaning.

In the general consideration of a type of air conditioning system for conditioning a given space, we find these three fundamental approaches:

(1) A system in which the ventilating and cooling air is one and the same air and which is delivered to the spaces from a central point by means of ducts.

(2) A system in which the ventilating air is carried independently of the cooling air, both being conveyed from a central station to the conditioned space in ducts.

(3) A system in which the cooling necessary to the spaces is imposed upon the ventilating air. The ventilating air, which is partially conditioned, is conveyed to the spaces in ducts, and within the spaces themselves such additional cooling is imposed as may be found necessary.

System No. 1 is the usual type installed in stores and other public places and while admirably suited to those needs is not truly applicable to a multiple occupancy dwelling due to the fact that individual control is difficult of attainment and that any decrease in the cooling results is also a decrease in ventilation. This latter fact is the most serious and in itself is sufficient to reject this type of system.

System No. 2, in which the air for ventilation and that for cooling are kept separate likewise does not lend itself readily to control in the individual spaces. Whereas the decrease in ventilation inherent in System No. 1 is overcome in this system, this surmounting of the difficulty is accomplished at a rather higher expense since it is necessary to run two complete duct systems for this type of system. The physical space taken by the apparatus necessary is also a serious drawback.

System No. 3 represents the most flexible, modern type of conditioning for a multiple-occupancy dwelling and has all the advantages of either of the other systems without any of the disadvantages. With this system a constant flow of pure, filtered ventilating air may be introduced into the spaces both summer and winter. This air may then be treated within each space as required by the conditions existing within the space and as imposed by outside weather. It is then exhausted from each apartment by means of the kitchen and bathroom exhaust systems, thereby serving a double purpose.

In systems Nos. 1 and 2 it is necessary that a portion of the air introduced to each space be returned through a common corridor or duct to the central apparatus where it undergoes treatment and is then re-delivered to the spaces. Whereas no pathological objection has been found to this procedure except in isolated instances, the psychological reaction of the public is definitely against such practice. In system No. 3 no air is returned to a common source to be re-distributed to the

conditioned spaces and the mind of the public is set at rest on this point.

As we have explained above each man desires the right to maintain in his own premises the conditions which are most acceptable to him. This means that the system installed must be capable of control in each unit of occupancy in the building. There are two types of control possible, namely, manual and automatic. The manual type of control consists of an adjustment which may be operated to obtain a desired condition within the space with a fixed set of conditions which are existing at that particular time both within the space and out of doors. Should the outside conditions or the inside conditions either one change it would be necessary to make a readjustment if the previous interior condition is maintained. This means that a person sets a manual control to produce a certain temperature within his space during the early evening hours and if this control is permitted to remain at that setting, the spaces will grow colder and colder as the night falls and the heat of the day is dissipated. This is not a satisfactory type of control for residential purposes where one desires to be relieved of as many things to do as possible, so that he may relax in the comfort of his home. For this reason the automatic control which once set will constantly maintain the predetermined con-

ditions is the only type of control which will give satisfactory service in a dwelling.

So it is seen that the proper type of system for multiple occupancy dwellings, and this refers to hotels as well as apartment houses, must be similar in design to the system described above to meet the needs of the occupants. But few systems of this type have as yet been installed, which has been due more to a lack of general information of the public regarding the different types of systems available. It is hoped that this discussion will make the public more aware of the possibilities of the art of air conditioning and what may be obtained to meet their needs.

PHYSICAL COMFORT

(Continued from Page 29)

industry did not cause it, and it can not stop it. Business generally did not cause it and business can not stop it. It is a problem of humanity, and now, having been made available by the tireless research of science, it is inevitable. For both the buyer and the seller it is as sound as it is constructive. It is with us today, because of its very character. Because of the things it does—it will be permanent. It shall take its logical place as one of the supporting pillars under that bridge which connects the present with the future—that bridge over which is passing continually the tramp, tramp, tramp of human progress.

DALLAS BUSINESS

(Continued from Page 22)

Noon Club Review, 902 Southland Life Building Annex. Newspaper.

S. C. Park, 415 Southwestern Life Building. Real estate.

Pierce Langston Co., 2036 Commerce Street. Refrigeration service.

Simons-Graham Corporation, Lovers Lane. Real estate and builders.

Southern Home & Garden, 1704 Ross Avenue. Publishers.

Texas Detective Agency & Watchman Service, 612 Commerce Street, second floor.

PEASLEE-GAULBERT

(Continued from Page 18)

alcohol, brushes, Easy Washing machines, Leonard refrigerators, radios, radio tubes, tires and tubes, lighting fixtures, cans, ammunition, electrical appliances, paper specialties, enamelware, floor covering, oil and naval stores, Mazda lamps, Hygrade lamps, table and floor lamps and miscellaneous items.

The ties of friendship and business relations between Dallas and the other cities of the Southwest will be renewed and strengthened on the thirty-seventh annual Dallas Business Tour April 25-29, visiting 28 cities in Southern Oklahoma, North and West Texas.

BANKERS AND BUSINESS MEN

ATTENTION!

Thinking of Air Conditioning?

SEE WHAT THEY SAY ABOUT YORK

These constructive and forward looking Dallas banks and bankers have chosen YORK for the comfort of their patrons and themselves:

Dallas National Bank
Grand Avenue State Bank
First National Bank
Mercantile National Bank
Texas Bank & Trust Co.
Five Dallas banks out of a total of six who are enjoying the comforts of air conditioning are YORK equipped.

Mr. Miller of Grand Avenue State Bank says of his YORK system: "We most heartily recommend the York year-round air conditioning recently installed in our new banking quarters. The simplicity and effectiveness of the system has won our admiration. We are truly proud of our selection."

Why not investigate now and let us install your YORK system before "hot" weather begins? A unit is available for every space. "Central Station or Portable."

DALLAS AIR CONDITIONING CO., INC.

Distributors

Phone 3-2154

DALLAS, TEXAS

3500 Commerce Street

Skinnie & Jimmie Give 24-Hour Service



SHOWN above is the Skinnie & Jimmie Firestone Store, under the active management of Harry Powell. Skinnie & Jimmie have as their unique motto—"The Home of Happy, Snappy, Courteous Service." Skinnie & Jimmie offer 24-hour con-

tinuous customer consideration and at any time, day or night, the store is open for anything from Firestone tires and batteries to motor repair work on a quick service basis and on low, easy budget terms if desired. Skinnie & Jimmie not

only carry in stock a complete line of Firestone tires, batteries and auto accessories, but also have a large stock of auto and home radios, bicycles, electrical home appliances, electric fans, garden hose and numerous other needs for the home. "If you buy from Skinnie & Jimmie Firestone Store, the merchandise has to be good and entirely satisfactory, or the merchandise will be replaced, or your money refunded. The customer is the sole judge," Mr. Powell said.

SCOTTISH RITE

(Continued from Page 7)

The brace shop, where painstaking skill is used in the making of aids to normal body structure, is one of the hospital's most interesting features. Since each case requires its own brace, as the children differ not only in size but also in deformity, the total of new braces made has reached the surprising number of 15,489. All are designed and made, of course, in minute accord with measurements given by the orthopedic surgeon. Often models of the back or leg or arm are made in order that there will be no slight deviation between what is required and what is produced.

Braces Made to Order

With the pride of the true craftsman, Louis German, who has been chief of the shop almost since the hospital was founded, makes the braces of the best available materials, crude steel and whole hide leather. Even so, the wear meted out by active youngsters at their play and their exercises necessitates their braces being returned every few months to the shop for repairs. Mr. German and his assistants—at present the young man serving as apprentice is Cecil Wren, mechanical engineering student at S. M. U.—have repaired 6,300 braces, and repairing often means virtually making the brace over completely.

Mr. German, crippled, rehabilitated and sympathetic, is widely recognized as one of the most efficient in his line and has trained a number of men, now master workmen, in other institutions. Despite the shop's name, work there does not stop with the braces but includes a variety of corrective appliances, surgical instruments, splints and other objects, many of which Mr. German invented to meet specific needs.

Out-Patient Department

Children who do not need to be confined to a hospital bed but who may be just as much in need of treatment as the ones unable to walk, are cared for in the out-patient department. On each Wednesday at 9 a. m., boys and girls living in Dallas and neighboring towns are treated. Two-thirds of the work done by the hospital is done in that department.

A new \$40,000 addition was recently

BARROW, WADE, GUTHRIE & CO.

(Established 1883)

Accountants and Auditors

DALLAS, TEXAS

711 Santa Fe Building

Phone 7-6259

OTHER PRINCIPAL OFFICES

New York, N. Y.
Chicago, Ill.
Boston, Mass.
Philadelphia, Pa.
Utica, New York
Detroit, Mich.
Cleveland, Ohio

San Francisco, Cal.
Los Angeles, Cal.
Seattle, Wash.
Portland, Ore.
Baltimore, Md.
St. Louis, Mo.
Tulsa, Okla.
Houston, Texas

Montreal, Canada
Toronto, Canada
Mexico City, Mexico
Buenos Aires, Argentine
Rio De Janeiro, Brazil
Para, Brazil
Sao Paulo, Brazil
Melbourne, Australia

London, England
Manchester, England
Glasgow, Scotland
Paris, France
Berlin, Germany
Hamburg, Germany
Antwerp, Belgium
Sydney, Australia



A is for

Artistic Photography of landscapes and lingerie, machinery and merchandise and also of beautiful models.



B is for

Building Photography, without and within, that pleases the owner, architect, builder and decorator . . . and often the photographer!

PARKER-GRIFFITH

Photographs That Sell

2007 Bryan

Telephone 7-3043

opened for the out-patient service. New X-ray equipment, operated by Miss Hazel Brown, expert technician, another improvement, was donated not long ago by a generous East Texas citizen to replace the old equipment.

Such services as those offered in the occupational therapy room are a part of the daily routine which focuses upon strong, straight young bodies. Occupational therapy, incidentally, is directed by Miss Jane Myers, whose salary is paid by the Dallas Junior League. Young women of the League assist daily in the room, which they have attractively furnished and equipped.

The Junior League is only one of the many local organizations whose contributions and sympathy have helped to make the state-wide institution peculiarly Dallas' own. The Eastern Star chapters, for example, carry on a year-round program which is climaxed with a gala Christmas tree party and a visit from Santa Claus. Donations of food, clothes and money are made by members at frequent intervals.

Since the hospital was opened, the Scottish Rite Women's Auxiliary members have done all the mending of clothes and linens and, during the last three years, have clothed all the boys. They have made numerous gifts, including china and silver. Such organizations as these as well as other women's clubs, church groups, and service clubs have assisted the hospital in varied ways.

Doctors Give Services

Even more important, of course, is the contribution without monetary compensation of services of Dr. Carrell, chief surgeon, and Dr. P. M. Girard, assistant chief surgeon.

Dr. H. M. Childress is resident surgeon and Dr. A. J. Neufeld is associate resident surgeon. Dallas doctors on the consultant list, subject to call, include Drs. E. W. Loomis, J. S. Hodges, F. H. Newton, R. E. Wright, W. M. Knowles, C. Frank Brown, E. B. Brannin, E. M. Perry, C. C. Nash, Van Cookerly, Eddie White, J. C. Alexander, Davis Spangler, A. L. Drew, M. M. Paule, G. E. Brereton, Robert F. Short, W. W. Shortal, Hall Shannon, R. B. McBride, G. M. Underwood, David Carter and Sim Driver.

Much of the credit for the smooth-running operation of the hospital goes to Miss Annie Laurie Little, superintendent. Under her able direction, the staff cares for the food, the buildings and the grounds with efficiency which matches the gentleness and understanding with which they care for their young patients. The assistant superintendent is Miss Viola Schrier.

The staff of nurses has two classifications, with seven listed as graduate nurses and fourteen as orthopedic attendants trained in the hospital. The ward supervisor in the girls' building is Miss Flora Mae Bounds, and the supervisor for the

(Continued on Page 35)



Your Secretary Knows

about our prompt Dallas delivery. Ask her to call us.

Manufacturers since 1906
of business envelopes.
Plain or Printed

HESSE
ENVELOPE CO. OF TEXAS

Dallas

2-3292



NOW

With All
These
Exclusive
Features
Only \$399.50
Installed

The New

FRIGIDAIRE

Portable Air Conditioner
Air Cooled with

THE METER MISER

Exclusive Features

Five-Year Protection on Meter Miser
Meter Miser Sealed Mechanism
Air Direction Selector
Built-in Thermostatic Control of Cooling
Smallest Conditioner of Such Capacity
Comfort Control Panel
More Frigidaire Room Conditioners in Use Than Any
Other Make

JOE HOPPE, INC.
DELCO - FRIGIDAIRE

4102 Live Oak

DALLAS, TEXAS

Phone 8-9194

April Designated As Perfect Shipping Month

By J. M. CODY, Chairman

Dallas Perfect Shipping Month Committee

A MONTH'S intensive study is being carried on by manufacturers, warehousemen, wholesalers and retailers to determine cause and prevention of loss and damage in shipping, with railroad and express companies cooperating.

The Southwest Shippers Advisory Board has a membership of 600 representatives of industry from the states of Arkansas, Louisiana, New Mexico, Oklahoma and Texas, and at the forty-seventh regular meeting held in San Antonio March 3, the Perfect Shipping Month program to reduce loss and damage to freight and express shipments was unanimously approved. Committees were appointed in 175 cities in the Southwest territory. H. B. Lockett, traffic manager, John Deere Plow Company of Dallas, is chairman of the Southwest Management Committee. Meetings are being held in the various cities in the territory to acquaint shippers, receivers and carriers with the proper methods of handling merchandise.

Overnight, poor shipping can ruin business that crack salesmen have taken months to build up. Repeated bad-order deliveries, waiting for replacement, inter-

ruption of sales and the resulting increased inventory destroy good will. The average dealer asks for more than quality and price—he demands service. And when the same product arrives in perfect shape from one source, but frequently damaged from another, which source eventually gets the business?

The wise shipper goes further than the terms of the sale. He extends his obligation beyond the packing department to the actual delivery of the merchandise. But the shipper who neglects finding how his product reaches his customers, risks losing their business, for the damage ratio may rise too high. It is false thinking to assume that you can skimp on packing and still please your customers. What little you save on packing may easily be lost tenfold in the bad effect on customers.

What can the shipper do about it? First and foremost—research. Ask yourself, "Just how much do I know about the condition my shipments are in when they reach my customers?" Claims, as you know, are usually paid to consignees. Receivers generally have a set routing for handling claims on damaged shipments—

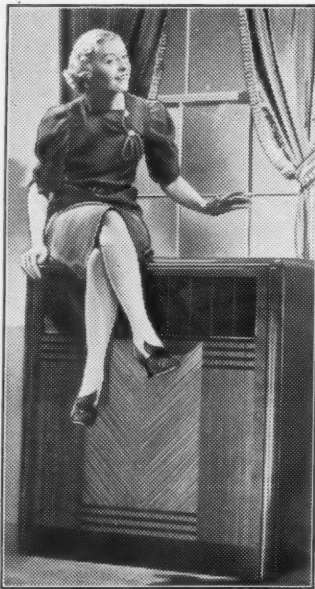
a routine which does not include a report to the shipper of recurrent damage that might be prevented by better packing. Hence, many a shipper never knows how his shipments arrive at the other end.

Isn't that the logical spot to set up a little cooperation to discover what is going on? Your consignees will be glad to help. Ask them to report on the condition of shipments received from you. If they are all coming through in good shape, there will be a lot of satisfaction in knowing it. If they are not, then you are ready for the next step in your research job. Finding the cause of the damage. There are people to give you valuable help on this—experts who step in at almost a moment's notice to tell you whether the damage is caused by (1) something wrong in your packing methods that probably can be easily remedied, or (2) faulty loading that can be corrected with a little study and new instructions on your loading platform.

Those are the things that will guarantee perfect receipt of perfect merchandise; that will ensure satisfied customers, that will cut useless waste of funds by the railroads, who are trying to do a successful job for American industry.

Warehousemen can critically inspect the loading methods where carload shipments are damaged, and report to ship-

(Continued on Page 40)



Among the many major Carrier installations in Dallas are included: Dreyfuss & Son, Medical Arts Building, Magnolia Building (three floors now under construction).

In Your Own Office or Home

To Keep the Temperature DOWN!
and Your Efficiency UP!

For This Summer and Many to Come

THE NEW 1938 CARRIER PORTABLE SUMMER AIR
CONDITIONER WILL BRING THESE PERSONAL
BENEFITS RIGHT INTO YOUR OWN OFFICE

EFFICIENCY PLUS! No raw, jangled nerves to cause rash decisions, for the air is comfortably cool; distracting noises eliminated.

CLEAR HEAD! Why not? No smoky haze to cloud your thinking, make you dull and "logy." You're 100 per cent efficient!

CLEANLINESS! Every breathed real, mountain air? It's the same here, for every bit of dirt and dust is banished. (Aggravating pollen, too).

VENTILATION? Yes! Drafts? No! Sit where you will, you're always safe from sniffles and sneezes.

MORNING FRESHNESS—all day long. Collars don't wilt—clothing stays fresh and neat, for excessive moisture is removed from the air.

FULL DAY'S WORK—seashore comfort makes EVERY day a GOOD day, for executives and employees, too, regardless of outside weather conditions. No 4 o'clock "let-down!"

THRIFTY PRIDE—shows the world you're up-to-date—eager to assure clients' comfort.

SILENCE! Auto horns, street cars—shouting newsboys—noisy crowds—the hustle and bustle of workers—you forget the clamor—make your private office truly private with all windows and doors closed.

EASE! No king ever enjoyed greater comfort than you will. Think of it—freedom from heat, humidity, dirt and noise! . . . the comfort level always uniform, regardless of outside weather variations.

CARRIER-BOCK CORPORATION

2022 Bryan Street

DALLAS

Telephone 2-7741

BUSINESS OUTLOOK

(Continued from Page 22)

For a group of representative stores throughout the state in the department, men's clothing, women's specialty, and dry goods-apparel field, the gain for February was 3.6 percent in dollar sales over the previous February. For the first two months of the present year, these stores had gains in dollar sales of 6.4 percent over the same period of last year, according to the Bureau of Business Research. Oklahoma February sales of department stores, according to the Oklahoma Bureau of Business Research, registered a gain of 8 percent; clothing stores gained 12.8 percent; and dry goods stores gained 20.3 percent. For all of the retail stores covered by this source, daily average sales increased 4.8 percent in February compared with February of last year.

Since export trade is responsible for a good part of the purchasing power of the Gulf Southwest, it is interesting to note that export grain shipments from this section through Galveston, according to the Galveston Cotton Exchange and Board of Trade, of the month of February totaled 6,152,452 bushels compared with no export shipments of these grains in February, 1937. Total shipments of wheat, corn, rye, kafir, and milo through Galveston since July 1, 1937, amounted to 28,818,780 bushels compared with 308,500 bushels for the same period during the previous season. By far the greater part of these grain shipments was wheat.

The Bureau of Agricultural Economics reported that the Texas grapefruit crop continued to improve during January, largely due to favorable moisture conditions in December and good growing weather during January, and estimated the grapefruit crop at 9,750,000 boxes. One month later, however, this same source reported the production of Texas grapefruit for the 1937-38 season as 10,200,000 boxes, which is 570,000 boxes greater than last year. The orange crop is estimated at 1,900,000 boxes, slightly less than the record crop produced last season.

Texas ranges at the beginning of March were in the best condition to that date since 1932, according to this same source. Snow and rains in February raised the conditions to 80 percent of normal. This is five points over the ten-year average and four points better than March of last year. It was reported that the lamb crop will equal the 1937 record production. The condition of Texas cattle was reported as being 79 percent of normal, which is an improvement over the previous month and also the comparable month of last year. Sheep conditions were 84 percent normal and showed improvement over both the previous month and the same month of last year. Goat condi-

tions were 83 percent of normal, improving over the previous month, but remained about the same as the comparable month of last year.

Uhlman Elevators Company of Texas, in a report based on a general survey, showed that Texas' wheat acreage at the beginning of March approximated 5,000,000 acres. This was a slight decrease from the acreage at the same date last year. However, the abandonment due to dust, etc., was less on this date this year than at the same time last year.

The Southwest Shippers Advisory Board in its forecast for the second quarter of 1938 indicated an increase in carloads for the Southwest district of 1.7 percent over the second quarter of last year. The heaviest increase was expected in the carloads of cement, lumber and forest products, and grain. The heaviest decrease was expected to be in carloadings of coal and coke, including petroleum coke.

New passenger car registrations in Texas during February, as reported by 16 representative Texas counties to the Bureau of Business Research, showed a decrease of 6.8 percent from January and a decrease of 22.3 percent compared with February of last year. For the first two months of the current year new passenger car registrations declined 22 percent compared with the same period one year ago. The two highest price groups made the best relative showing.

SCOTTISH RITE

(Continued from Page 33)

boys is Mrs. Alma Powers. Miss Maggie Hereford has had charge of the operating room for the last ten years.

When the food carts with their array of attractively served and delicious food enter the wards from the clean, well equipped kitchen they are greeted with glee. The meal hours are happy times at the hospital, and while they are enjoying it, the little patients are gaining in strength and health through their trays of food, carefully planned by Miss Pauline Butler, dietician.

The support of many of Texas' citizens and especially the unselfish interest, as manifested in donations of time and money, of some of Dallas' civic leaders have been integral elements in the alchemy which has changed a vision into reality.

Prominent among those men are the officers and board of trustees, as follows: A. V. Lane, treasurer; Hiram F. Lively, R. E. L. Saner, and Edward Titcher, vice-presidents; Asher Mintz, secretary; Nathan Adams, W. R. Ellis, E. J. Kiest, E. B. Germany, Towne Young, Ernest R. Tennant, John DeGrazier, M. N. Baker, Clifton Linz, all of Dallas; Joseph Seinsheimer, Galveston; Frank C. Jones, Houston; W. S. Cooke, Fort Worth; F. P.

New passenger car registrations in Oklahoma in February decreased 3 percent as compared with February of last year, and new truck registrations in Oklahoma declined 19 percent for the same period. The registrations in February of new passenger cars were lower than those of any month since October, 1935. However, although the number of registrations in February was smaller than the figure for January, but only the amount that would be expected at this season, according to the Oklahoma Bureau of Business Research.

Employment in Texas in February, according to the Bureau of Business Research, declined almost 1 percent from January but increased 2.3 percent over the previous February. Weekly pay rolls increased 2 percent over January and almost 10 percent over the previous February.

Postal receipts in 35 representative Texas cities in January declined 30 percent from December, but in February postal receipts declined only 5.6 percent from January. However, January increased 4 percent over the previous January, and February showed an increase of 2.8 percent over the previous February.

The consumption of electric power in Texas in February increased 12.6 percent over the previous February. For the same

(Continued on Page 39)

Miller, El Paso; James W. McClendon, Austin; J. F. Zurn, Fort Worth, and William Eifler, San Antonio. None, of course, receives compensation—on the contrary, most of them are substantial donors.

These men and others of the same calibre have played the part of pioneers, steering the strictly charitable hospital along uncharted paths, for it has had no predecessor and has no duplicate, standing on its own merits as the only institution of its kind in the world.

Nathan Adams' Appeal

And their spirit is typified in the words of one of the most active trustees, Nathan Adams, in commenting on the response to his annual Christmas appeal for funds for the hospital:

"It has come as the tender and loving gift of the poor, as the equally loving and tender gift of the rich, and invariably diffusing the fragrance of loving hearts, the aroma of sympathetic souls. It is to be glorified in its use for the highest purpose for which mankind's benevolence may be employed—highest because it is for the relief of the utterly innocent and the utterly helpless, in whose restoration to normal health and symmetry of body and mind, posterity and contemporary society alike have vital interest.

"Your dollars, my friends, are thus

(Continued on Page 36)

BUDGET YOUR PREMIUMS..

Our Premium Finance Plan will enable you to pay your
Fire and Tornado insurance premiums monthly or annually
AVAILABLE THROUGH OUR AGENTS EVERYWHERE

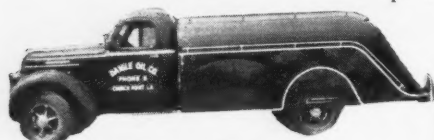
REPUBLIC INSURANCE COMPANY

FIRE

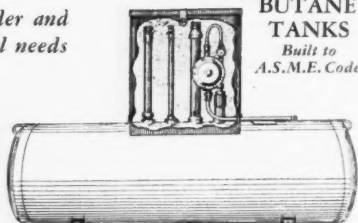
DALLAS, TEXAS

ALLIED LINES

TRUCK TANKS—made to your order and
special needs



ALL TYPES OF WELDED TANKS
GASOLINE TRUCK TANKS



**BUTANE
TANKS**

Built to
A.S.M.E. Code

DALLAS TANK & WELDING COMPANY

203 West Commerce Street

W. W. BANKS, President

Dallas—Phone 2-5513

BAKED ENAMEL--Baked in Modern Ovens

Automobiles—
Masonite Board
Refrigerators

METAL SIGNS

Art Metal
(Crinkle Finish)
Metal Furniture

For Any Baked Enameling Problem You May Have
Consult

DALLAS ENAMELING COMPANY

2650 MAIN STREET

PHONE 7-4022

DO YOUR ADVERTISING CUTS WEAR BUSTLES?



Dress up your catalogues and mailing pieces
now with new and up-to-the-minute illus-
trations and pictures.

Our Service Department will be glad to help
you plan your next job.

We can furnish you with Cuts, Etchings, Half-
tones, Color Plates, Electrotypes, Stereotypes,
Mats, Commercial Art and Copy Service.

AUSTIN ENGRAVING CO. WACO - TEXAS

Republic National Life Co. Reports Good Outlook

The Republic National Life Insurance Company, "with a record of achieve-
ment for the past year," expects 1938 to
be its greatest year, according to Theo. P.
Beasley, president. The company's home
office building is on Jefferson Avenue at
Bishop Avenue.

"Beginning a constructive program un-
der its present management about a year
ago, as a result of taking over and com-
bining two companies, the Republic Na-
tional Life Insurance Company has com-
pletely revamped and improved all policy
contracts and premium rates, has solidi-
fied the entire agency organization into
an enthusiastic entity, and now has its
house in order for the greatest year in its
history," Mr. Beasley said.

"With all funds invested to the very
best advantage possible, the Company has
effected a material increase in interest
earned over last year, having made a net
return for 1937 on ledger assets of 5.7%.
This unusually high net return under
present investment conditions indicates
the care and judgment by which the man-
agement has been guided in its invest-
ment policies.

"A comparison of other figures as of
December 31, 1937, with December 31,
1936, shows many outstanding increases
have been made, insurance in force hav-
ing increased by more than 41%, admit-
ted assets by of 38%, and free surplus
by more than 67% over the figures shown
at the close of 1936.

"Continuing its policy of paying all
obligations with dispatch, the company's
disbursements to policyholders and ben-
eficiaries during the year past has brought
the total paid since organization to more
than \$1,350,000.

"The Republic National Life is pre-
pared to write a complete line of partici-
pating insurance as well as all non-par-
ticipating forms, with intermediate poli-
cies on the individual budget and family
group plans having also been added to
the portfolio of policy contracts."

SCOTTISH RITE

(Continued from Page 35)

transformed into a force more compre-
hensive in its power for good than any
other influence that material wealth may
engender and intelligent charity exert, for
in the ministry which they make sure and
effective are perfectly blended all the ele-
ments of religion and morals, philan-
thropy and human brotherhood. Remem-
ber that it was the Master, Himself, who
said, 'Of such are the Kingdom of
Heaven,' and rejoice that you have ful-
filled His Great Command!"

OWNED OR RENTED?

Would you rather RENT or OWN an Agency Contract?

Our contracts are personal franchises "Owned" by the agent, perpetual and non-cancellable except for serious violation, with non-forfeitable vested renewals.

If your life is worth investing in a business, that business should guarantee the safety of your investment.

O. R. McATEE, Director of Agencies

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

"Registered Policy Protection"

THEO. P. BEASLEY
President and General Manager

Home Office: Dallas, Texas

NOW AVAILABLE

Representation on the Official Welcome Wagon of Dallas for Laundry and Coffee accounts. Exclusive representation. For information call the Welcome Wagon. Telephone 7-8451.

The New



Guardian Life Building

Pacific and Field Streets

Now ready for leasing and occupancy.

- Restricted to the highest type firms on a lease basis.
- Air-conditioned year round.
- Only one block from Banking District.
- Modern, Fireproof and First Class in every respect.
- Ample parking facilities on all sides.
- Offices complete to tenants' specifications. Partitions, closets, bookshelves, painting and wiring arranged as desired.
- A single office or an entire floor available.

This building is owned and operated by the Guardian Life Insurance Company of Texas, which will occupy a portion of the building as its home office.

GUARDIAN LIFE INSURANCE COMPANY OF TEXAS

THOMAS M. FRENCH, President
Phone 7-5371

Dallas Tank Company Has Big Volume

Butane tanks and gasoline tanks for trucks are being shipped out of Dallas to many distant points, according to W. W. Banks, president and general manager of the Dallas Tank & Welding Company, Inc.



W. W. BANKS

"The farmer has realized that the city convenience can be his by the installation of the Butane gas container on his farm," Mr. Banks said. "Gas lights are being installed from this service, as well as cooking, water heating, heating the home and refrigeration purposes."

The Dallas Tank & Welding Company also builds underground gasoline tanks of all capacities. All tanks are tested at the factory with pressure beyond the actual need of the consumer. This assures positive safety from leakage and waste. Stream-line truck tanks are also built by this firm. These tanks are sold throughout the country to both the small and major oil companies.

St. Louis Man Wants to Buy Manufacturing Firm

Clyde Wallis, manager of the industrial department of the Chamber of Commerce, has received a letter from a St. Louis man who wishes to purchase outright "a going manufacturing business."

"Preference is for a drug, chemical or allied business, although consideration would be given to any type of manufacturing business which either already has national distribution for its product, or which has a potential national market," he wrote. "The business must be a going business and not just a formula or newly-patented idea or dream of somebody who wants to sell his formula or idea."

"The size of the investment should be somewhere in the neighborhood of \$100,000. The reason for the sale may be (a) death of owner and necessity of settling estate; (b) undercapitalized and can't handle; (c) somebody wanting to retire, etc."

He added that the entire stock of the company must be available for purchase outright.

INVESTMENTS INSURED
UP TO \$5,000

Dallas Building & Loan Association

1411 Main St. Phone 2-9377

Member Federal Home Loan Bank System

Add Zest to Every Meal

WITH

Dentler Maid FOOD PRODUCTS

16 Delicious Foods
RELISHES • POTATO CHIPS
PICKLES • SALAD DRESSING
AND OTHER FINE PRODUCTS

DENTLER MAID Food Products Co.

• DALLAS •



DALLAS TRANSFER and Terminal Warehouse Co.

(Established 1875)

2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:

H. & N. T. Motor Freight Line
Lone Star Package Car Co.
Dallas-Fort Worth Motor Freight Lines
Allied Van Lines, Inc.
Phone 2-7111

Note ..If you want to COOL additional areas this Summer, investigate the features of
"Storage Type" Air Conditioning



STORED Liquid COLD

.. for Low Cost Commercial Air-Cooling

IF YOU COULD pipe the glacial cold waters of Lake Louise economically into your place of business and employ them to cool and wash the air, that method would approximate the advantages of the new STORAGE TYPE Electrical Air-Conditioning. For this modern method stores up an abundance of icy cold water for you at night, to cool and cleanse air throughout the following day—keeping your establishment comfortable and clean during the hottest weather.

Electrical STORAGE TYPE Air-Conditioning differs from other methods in that it employs relatively small motor-driven refrigerating mechanism, operating at night to accomplish relatively large refrigerating results. Instead of requiring large motors and compressors that stand idle all night—and then run at top speed during the day to produce the required amount of refrigeration for direct and

instant use in mid-summer heat—the new "storage" method employs equipment only large enough to store up ECONOMICALLY each night, adequate "cold" for all or part of the next day's needs.

Executives who contemplate the extension of summer cooling systems often find that the mere addition of storage vaults for "liquid cold" will enable present equipment to serve enlarged areas efficiently, without investment in additional refrigerating mechanism.

*For specific information on this advanced cooling method, Phone 2-9321
 Station 358.*

DALLAS POWER & LIGHT CO.

It Costs so Little to KEEP COOL ELECTRICALLY

W. E. Titus Co. to Be Crosley Distributor In Dallas Area

The W. E. Titus Wholesale Company, which recently moved to Dallas from Oklahoma to represent the Crosley Radio Corporation under a franchise for Dallas and its retail territory, has opened attractive quarters at 2211-13 Commerce Street.

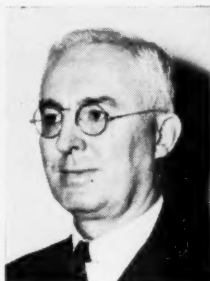


W. E. TITUS

W. E. Titus has been Crosley distributor in Oklahoma for sixteen years. Gordon Rudd is sales manager for the new firm. Fred E. Hoyt is in charge of city sales.

H. F. Clayton of Dallas, district manager for the Crosley Corporation, has headquarters with the Titus Company.

The Titus Company has distribution in Dallas and thirty-two adjoining counties. Its lines include the new Crosley Musical Shelvador electric refrigerator, Crosley gas and electric ranges, and radio receiving sets, "Xervac" scalp-treating machines, "Pelco" beverage coolers, and a complete line of accessories.



GORDEN RUDD

BUSINESS OUTLOOK

(Continued from Page 35)

period commercial consumption increased 11.2 percent, industrial consumption 12.2 percent, and residential consumption 11.6 percent.

The bank call of March 7, disclosed that deposits and resources of Dallas banks had gained over the same period of last year and also over the call at the beginning of the present year. Total deposits of Dallas banks on March 7 were \$242,620,000 as compared with \$239,926,000 on March 31 last year. Resources reported at this bank call totaled \$273,006,000 compared with \$259,466,000 on March 31 of last year. On December 31, 1937, deposits were \$236,782,000 and resources \$267,652,000. In Fort Worth the total deposits at the bank call on March 7 were reported as \$92,872,000 as compared with \$88,544,000 on March 31 last year.

TRADE AIR HEATING — COOLING and AIR CONDITIONING EQUIPMENT SINCE 1885

THE TRANE COMPANY
LACROSSE WISCONSIN
IN DALLAS:
1314 Liberty Bank Bldg. Phone 2-2388



... for
OFFICE FURNITURE
AND EQUIPMENT

PHONE 7-8585

STEWART
OFFICE SUPPLY COMPANY
1521-23 COMMERCE STREET DALLAS



WEEVER FUNERAL HOME

2533 McKinney Avenue

Phone 7-1313

Dallas, Texas

DALLAS can best advance through a united citizenship. The Chamber of Commerce offers the most effective outlet for your efforts.

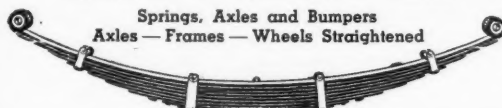
WEEVER, with his advanced 19-Point Quality Service Complete, affords you an opportunity to save without the sacrifice of either dignity or quality.

A SPRING BIRD'S SONG IS:

"Always Weaver for Me"

Spring and Bumper Service Station

Springs, Axles and Bumpers
Axles — Frames — Wheels Straightened



WEAVER SPRING & BUMPER WORKS

One of the Largest in the United States
A Dallas Institution

402 NORTH PEARL



BRAKE
SERVICE

7-8566

Put LIFE in your ADS!



New, all-photo advertising service for all lines of business. Used by biggest advertisers. 100 high class photographic eye-catchers. \$5 per month. Mats or glossy prints. All sizes and subjects. Eye-stopping stunts. New York's top models. Write for FREE Promotion Proofs "D".

PHOTOMATS
10 E. 38th Street New York

WRIGHT K. SMITH, C.P.A.

Attorney

Income, Estate, Inheritance Tax Matters
GENERAL CIVIL PRACTICE
Fidelity Building

DALLAS, TEXAS - 2-6765

Electrotyping

Sam Ross McElreath

Dallas

Williams Lumbo-Sacral Brace

ARTIFICIAL LIMBS AND BRACES

ALL ORTHOPEDIC APPLIANCES

Orders filled at the request of members of the profession only.

MILLER ARTIFICIAL LIMB & BRACE CO.
BAYLOR UNIVERSITY HOSPITAL

Yes, Sir! ... That's My Cleaner!

TIPTON'S

ONE-DAY SERVICE

We Call for and Deliver

MEN'S SUITS, CASH AND

CARRY 35c

103 South Beckley



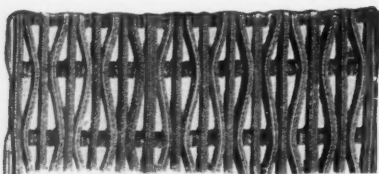
Phone 6-0397



AERIAL PHOTOGRAPHY
INDUSTRIAL PHOTOGRAPHY

LLOYD M. LONG

P. O. Box 1018 Dallas, Texas Tel. 7-1966



WHY STAND ON A HARD FLOOR?

Protect your Health . . Use FABRIX MATS
for your health's sake

FABRIX MAT COMPANY

2512 Bryan Street

Phone 7-0309

PERFECT SHIPPING

(Continued from Page 34)

pers any failure to follow good practice. To determine whether cars have been properly loaded, carload receivers should secure from the carrier copies of the bulletins on carloading methods in which they would be interested. Warehousemen can also prevent damage by seeing that trucks are carefully stowed.

The consignee is in the most strategic position of all to determine whether damage is due to improper handling by carrier, or faulty packing or loading by the shipper. He may be receiving the same article from different sources. Then packing methods can be compared—and often, by suggesting changes, the poorest can be raised to the level of the best.

Frequently the damage is concealed, i.e., the consignee discovers it only when he opens the package. In such cases he can assist materially in determining the cause, by holding container and packing intact at least a reasonable time for the carrier's inspection.

Wherever damage of any consequence is occurring repeatedly, the consignee can analyze the packing to find the cause. If the carrier seems to be responsible, he can report the facts to the proper transportation representative. If packing or loading methods need attention, a prompt report can be made to the shipper. As considerable damage happens in unpacking, that operation can also be studied to advantage. If goods are returned to the shipper, they should be as well packed as in the original shipment.

April will be observed by all carriers as "housecleaning" time. Carriers frankly acknowledge their share of the responsibility for loss and damage. Twelve months of the year they strive to put their services on higher and higher standards of efficiency. And, during April, they will make a special effort to unearth and remove avoidable causes of claims.

Obviously, the success of this campaign is of tremendous importance to carriers and shippers alike. For every dollar saved from the annual 25 millions of loss and damage is a dollar for more carrier purchases and other productive expenditures.

The shippers' regional advisory boards, on behalf of shippers and consignees, have pledged their help in doing everything possible to end avoidable waste and unsatisfactory service.

But—it is a job that demands co-operation. Coöperative study and action by shippers, consignees and carriers will go far to insure perfect receipt of perfect merchandise, keep customers satisfied, and slash transportation costs. Let us do all we can to make shipments safe for transportation and transportation safe for shipments!

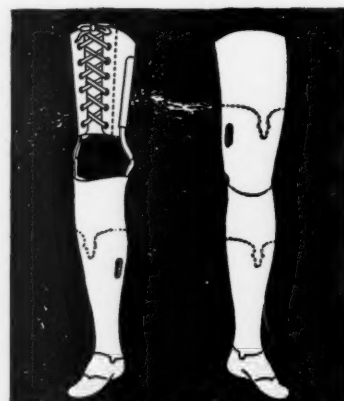
Carriers have special departments for the scientific study of causes and preven-

Buffalo Engineering Co., Inc.

GEO. W. THORNTON, Gen. Mgr.

Southwestern Distributors for
BUFFALO WASHED AIR SYSTEMS
BUFFALO BREEZ-AIR ATTIC FANS

315 South Harwood St. Phone 7-2841
Dallas, Texas



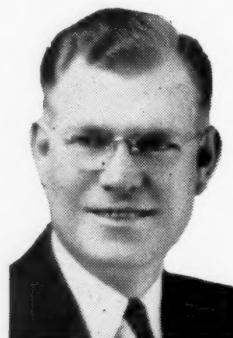
**HEDGECOCK ARTIFICIAL LIMB
AND BRACE CO.**

Visit Our New Home

Free Parking Space

2827 Commerce Street
Dallas, Texas

Write for Catalogue



GET READY TO GO PLACES

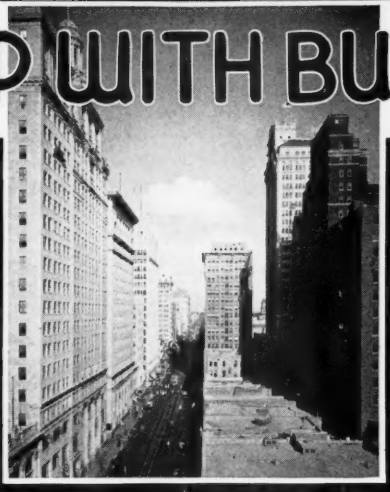
It is time to go places and see things. Equip your car with Firestone Tires to really enjoy the fun. Big trade in allowance—Easy terms.

"C" Johnnie Daniels

**HAWKINS
TIRE & BATTERY CO.**

Jackson and Market Streets
Telephone 2-1417

KEEPING UP WITH BUSY DALLAS



AMERICAN BEAUTY

Catalogue Covers—Wire-O Binding

Ask us or your printer to assist you in making your sales literature more effective.

American Beauty Cover Co.

2000-8 Orange St. 7-5179 Dallas

Automobile Banking Since 1911

Frankfurt Finance Corp.

710 North Pearl

Telephone 7-1126

Vic Frankfurt
President

J. E. Earnest
Vice-President

John Nance
Treasurer

Southwestern Blue Print Co.

PHOTOSTAT PRINTS

405 S. Akard St. PHONE 2-8084 Construction Bldg.

Oldham & Sumner Lumber Co.

Quality Materials
Loans Arranged

927 South Haskell

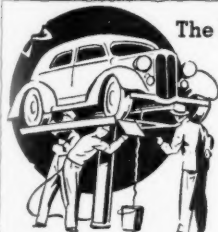
Phone 8-5195



Typewriters
Adding Machines
Repairs and
Supplies

S. L. EWING CO.

1606 Commerce Street Dallas, Texas



The Proof is What
You Want

Try Koolmotor
Oil. The difference
in test is
why you will re-
main a Koolmotor
user.

100%
Pennsylvania
Oil

CITIES SERVICE OIL CO.

BEN SPRAGUE, Distributor

Complete Plating Service

Equipped for Production
12 Years in Dallas

Plating—All Finishes

Rust Proofing—Famous Udylyte

Cadmium Process

Retinning—Hot Dip Process

Udylyte Chrom-Brite
MEANS GOOD CHROMIUM PLATING

DALLAS
SILVERSMITHING CO.

914 College Street

3-3266

tion of loss and damage. They want to serve you—consult your carrier.

Technical bulletins on the packing of many commodities, published by the Freight Container Bureau, Association of American Railroads, 30 Vesey Street, New York, are free for the asking.

Bulletins on the proper loading of most commodities in closed cars can be obtained free from Operating-Transportation Division, Association of American Railroads, 59 E. Van Buren Street, Chicago, Illinois.

For information on proper loading of open-top car shipments, apply to the road serving your plant.

Many box manufacturers have laboratory facilities for determining how containers and packing will perform in service. An impartial, accurate appraisal of packing efficiency can also be obtained from consulting package-testing laboratories.

Dallas Broom & Mop Co. Moves to Larger Plant

The Dallas Broom and Mop Company, formerly located at 2613 Latimer Street, has moved to larger and more modern quarters at 1710-12 South Pearl Street, occupying a factory space of 55 by 140 feet.

The firm, which was started in a building 12 by 18 feet, is celebrating its twentieth anniversary. The building it now occupies has 25,500 square feet of floor space; 25 persons are employed in the plant, which has a daily capacity of 150 dozen brooms and 100 dozen mops.

Salesmanship Club

The weekly attendance award of one case of quart bottles of Schepps beer, given by Member George Schepps, was delivered to the home of Stuart McGregor, the leader.



Good Food
Conveniently
Served

PIG STANDS,
Incorporated

Texas Press Clipping Bureau

ESTABLISHED 1910

Clippings - Advance Information - Reports
Covering All Activities

We Furnish a Prompt and Thorough Clipping Service from All Texas Newspapers and Magazines
Insurance Building Dallas, Texas

BLUE PRINTS
ROTAPRINTS

PHOTOCOPIES
SUPERSTATS

Manufacturers of
BLUE PRINT PAPER & CLOTH

JNO. J. JOHNSON

1912 N. St. Paul St., Phone 2-8067 Dallas

BLUE PRINTS
DIRECT WHITE PRINTS

PHOTOCOPIES

Prompt and Courteous Service

GEO. J. HUNDLEY CO.

531 S. Ervay

Phone 2-2351

Please Phone 7-8514

When in Need of a Competent

STENOGRAPHER

OR

BOOKKEEPER

Metropolitan Business College

In & Outdoor
Bulletin
Window

SIGNS

Sales
Rental
Service

NEON TUBE LITE SIGN CO.

H. H. Ray

4-4700

Willie Flashour

SMALLWOOD CABINET MANUFACTURING CO.

MILL WORK OF ALL KINDS

Let Us Figure All Your Cabinet Work
Large or Small

701 South St. Paul

2-1053

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

Great National Life Building

Phone 7-9349 Dallas

Alex D. Hudson

James S. Hudson

DALLAS FLORIST ENJOYS RAPID GROWTH

It was on one of the dark days of 1933, with all the banks closed and with only a few dollars capital to begin his enterprise, that W. A. Simpkins entered the flower business.

His business began as a sidewalk stand, on Maple Avenue near Oak Lawn. Then he expanded into a frame cottage, using a glassed-in porch as his display room. Those quarters were soon outgrown, and part of a brick store building on the corner of Maple Avenue and Oak Lawn was taken, and then the entire building was thrown into a big floral shop.

Mr. Simpkins converted his curbstome stand into a smart florist shop without any previous experience in the business. He was formerly the manager of a string of race horses for an Eastern stable. His idea of establishing the business in Dallas resulted from the impressions he received on a visit to the State Fair in Dallas in 1898, when he was only a boy. And the idea for the flower business came from his observation of the successful stands on street curbs in Eastern cities.

His entire family, Mrs. Simpkins and

their daughter Marion, took turns in attending the stand. Customers began asking for more flowers and a greater variety of flowers, as well as fancy pottery. The business, founded in depression depths, grew rapidly, and Mr. Simpkins took over the cottage. Mr. Simpkins sought not only to give unusual selections of flowers, but to make the shop as attractive as possible. The business continued to increase until the entire cottage was crowded to capacity, and as the 1935 Christmas season approached the nearby store building was taken over. Special Christmas decorations were designed in the new quarters, and unique lighting attracted attention to the shop.

The successful 1935 Christmas season convinced Mr. Simpkins that he should take over the entire building, which he did March 1, 1936. Located at the intersection of two heavily traveled streets, the Flower Mart still emphasizes eye-appeal in its flower merchandising. The long windows of the building are lined with shelves of pottery and glassware in myriad

SEVEN-UP OFFICIALS



M. J. DALTON

E. DAVIS

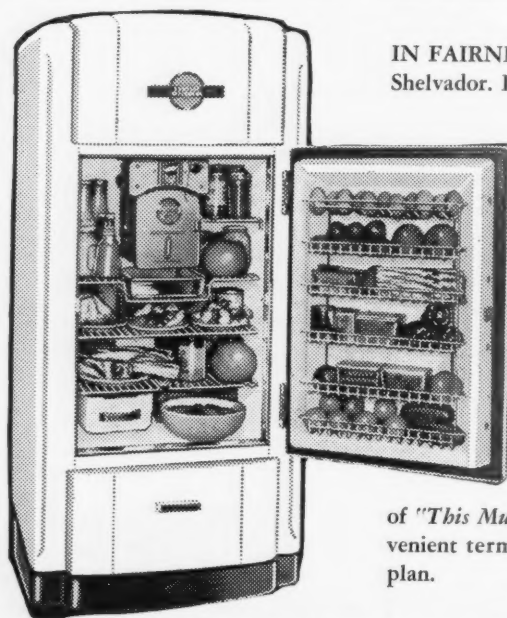
M. J. Dalton has been named general manager for the Seven-Up Dallas Company, Incorporated, succeeding W. T. Barrett, who recently resigned. The company held a "get-acquainted week" March 20-26 in the form of an open house in its plant, 2704 Live Oak Street. The Seven-Up Dallas Company distributes to 11 counties adjacent to Dallas. J. R. Payne is president of the company and E. Davis is sales manager.

colors. Unusual displays of flowers are arranged to catch the eye of the passing motorist, and doorway displays prove effective.

Mr. Simpkins' previous experience with
(Continued on Page 44)

NEW CROSLEY SHELVADOR

1. Faster Freezing
2. Greater Ice-Making Capacity
3. Crosley Quick Release Cube Tray
4. Lower Cost Refrigeration
5. Safe Refrigeration
6. Powerful Hermetic Unit
7. More Rugged Construction
8. More Quality from Top to Bottom



IN FAIRNESS TO YOURSELF own a Crosley Shelvador. Enjoy the actual, extra, conveniently usable space that only the Shelvador gives you. You'll find your SHELVADOR to be one of the best and most beautiful electric refrigerators ever built — Generous in ice-making capacity — Completely Reliable in preservation of foods — Constant in Performance — Almost Miraculous in its extra convenience features. And remember that only the Crosley SHELVADOR gives you, in addition to all modern refrigeration values, the plus value of "This Much More in a SHELVADOR." Convenient terms of payment — 5-year protection plan.

W. E. TITUS WHOLESALE COMPANY
7-9868 - L. D. 457 Crosley Distributors Since 1922 2211 Commerce St.

Taxes...

A *growing* FACTOR IN COST OF GAS SERVICE

Steadily mounting operating costs are a major problem confronting companies of Lone Star Gas System. Some cannot be scaled down because we have no control over them. One of these is taxes. During the last four years this one item has jumped 42%. In 1936 we paid out more than \$2,000,000.00 in taxes.

—To meet this one item of expense required the revenue of 102 days' operation.

—It took 71 cents of each monthly domestic and commercial gas service bill rendered in 1936 to pay this tax bill.

—Included in this huge tax bill are 54 different kinds of city, county, district, state and federal taxes.

—In addition to the actual tax bill, the cost of making out no less than 27,000 reports in a single year for various governmental agencies and tax boards is another expense we cannot control.

Thus you can see taxes are a very great factor in our operating expenses. Since our earnings are restricted under regulation, these rapidly mounting taxes create a problem for us in maintaining the high quality of service Texans have learned to expect of Lone Star Gas System when less and less of the dollar they spend for gas service is left to pay for the essentials of this vital service.

The Dallas Gas Company

FINE LUMBER FOR A GOOD BUILDING

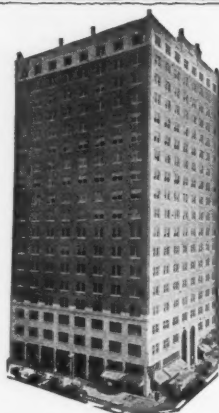
PRESHRUNK—K. D. (KILN DRIED)
DENSE TEXTURE

Compare Our Quality Lumber
No Home Is Stronger Than Its Frame

BREWINGTON LUMBER COMPANY

2021 McKinney

Phone 2-9021



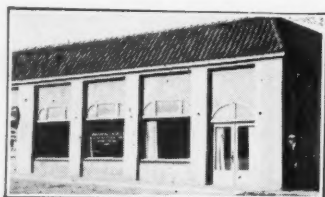
Beautiful, substantial and modern,
the Allen Building stands clear on
all sides for light and ventilation.
Equipment, service and reputation
unsurpassed. Conservative in ten-
ant selection.

ALLEN BUILDING

Commerce and Ervay
R. R. WILSON, Bldg. Mgr. Phone 2-9296

Dallas Home of

AMERICAN Associated Company's



QUALITY LINENS

Manufacturers and Jobbers of

HOTEL AND INSTITUTIONAL LINENS
LAUNDRY TEXTILES

317 N. Beckley

9-1554

W. E. TAYLOR
Dist. Mgr.

P. O. Box
5031

CHEMISTS' CONVENTION

(Continued from Page 8)

against ruthless exploitation by unscrupulous developers and industrialists. These laws should insure forever, if possible, a supply of such raw materials as forests and field crops and should prolong the life of petroleum and natural gas as long as possible. Because of its climatic advantages, Texas, however, when called upon in the dim future to provide new sources of cheap fuel and power can develop important and unexplored fields of lignite a few feet below the surface and when the day comes to produce synthetic motor fuel from crops in the form of alcohol no State will be in better position to produce that commodity.

"A Texas, Southwestern and Midwestern market embracing a population of some 25,000,000 can well absorb a large volume of such new goods as will come into existence from a closer union between agriculture and industry through science and research.

"It has well been maintained that the destiny of a people is largely determined by environment, by natural advantages of location, soils, climate, by inheritance and traditions, by force of character and ambition.

"No State, no people possesses a larger share of these factors than do the people who occupy Texas. To a greater degree than perhaps anywhere in the South has there been brought about in Texas a desirable blend of Southern, Eastern, Northern and Western cultures, experiences and influences to which the entire region is heir. It is for these reasons, I believe, that the next 100 years will eclipse the progress made during the century just closed. Life will be infinitely finer and richer. The inenuity of Texas people, who have distinguished themselves in the 100 years of independence from Mexico and who have laid the foundations of this great State, certainly is equal to the tasks ahead. The future for Texas looms bright."

N. C. Hamner of the Southwestern Laboratories, Dallas, is general chairman for the convention, with May L. Whitsitt as vice chairman in charge of publicity. J. L. Whitman of Texas Christian University is secretary-treasurer in charge of registration; Helman Rosenthal is director of industrial trips; W. H. Clark, reception; T. S. Bacon, transportation; L. C. Billings, group dinners and luncheons; W. B. Connell, divisional meetings; F. T. Brown, equipment; Mrs. Helman Rosenthal, women's activities; and Junia McAllister, women chemists.

Sessions of the convention will be held
(Continued on Page 45)

AIR CONDITIONING BENEFITS

(Continued from Page 9)

versity of California hospital several years ago, which indicated that transmission of colds was greatly retarded in scientifically air conditioned spaces.

The rapid strides made in human comfort applications have lent new impetus to air conditioning in the industrial and commercial fields. Air conditioning is a necessity in candy factories and candy shops, for it maintains proper consistency in both soft and hard candy and prevents melting or crystallization due to excess humidity. Bakeries now find it easier to produce bread of better quality since they can control humidity and temperature in the fermentation room, the proof room and the cooling room, thus cutting evaporation losses and preventing spoilage.

Especially noteworthy is the application of air conditioning in ripening bananas, fruits, and nuts with high humidities. Many other unique and useful applications of air conditioning could be listed, such as sausage curing at high humidity, sea food preservation in 90% relative humidities, match manufacturing, etc.

In summing up the beneficial effects of air conditioning, we can add one last thought. Air conditioning is a completely new industry; it is not displacing any older existing industries and therefore, does not result in an industrial upheaval, but rather acts as a stimulant for the insulation, sheet metal, piping and power industries. In application, its influence and possibilities are almost unlimited. Making for greater efficiency in manufacturing plants, in industrial offices and in commercial establishments, air conditioning knows no geographic limitations. North, South, East or West—man may now work in perfect comfort the year-round. Where in the past, huge industrial centers have sprung up chiefly in the more temperate regions, we can now predict equally huge air-conditioned industrial centers in climates where the weather is hot, humid and not conducive to efficient work.

DALLAS FLORIST

(Continued from Page 42)

horse racing also stood him in good stead in the flower business, and race fans became accustomed to seeing elaborate floral pieces from the Flower Mart presented to the winners of sponsored races on the local tracks during the days of legalized race betting.

The Flower Mart has expanded from the days when the Simpkins family was able to handle the business until now it has eight full-time employees.

WOULD YOU RECOGNIZE a Termite?



Imagine insects which can cause hundreds of dollars of damage to your home without your ever seeing them. They are tiny worker termites which bore into the wood and hide their damage from sight, oftentimes not being noticed until costly repairs become necessary. You might accidentally see the "swarmer" termites which leave their nests once each year to form new colonies. But the chances are that you will never see nor recognize termites even though they are in your property.

Drop in at our offices and we will show you a most interesting and unusual display of live termites at work. And, if you wish, phone us to make a FREE inspection of your property and to advise you whether or not it is infested with termites.

... Free Inspection ...

Phone us and a trained Terminix Inspector will make a thorough investigation of your property for termites—without cost or obligation.

TERMINIX INSULATION CORPORATION
1108 NORTH CARROLL
Dallas Telephone 8-3419

BONDED TERMITE INSULATION



**DILLON SCALE REPAIR
COMPANY**
DEALERS
HOWE SCALES AND
WEIGHTGRAPHS
SCALES REPAIRS

4151 Commerce 8-2608

GOOD ADVICE

Call Us
for
Your Linen
Supplies
and to
Rent Folding
Chairs



DALLAS TOWEL SUPPLY CO.
2511 Commerce 7-4396

GEO. S. WATSON T. M. WATSON
H. H. MEERS

4-2241

WATSON COMPANY
BUILDERS

Since 1889

DALLAS, TEXAS

in the First Baptist Church auditorium. Divisional meetings will be held by the following divisions of the society: Agricultural and food chemistry; biological chemistry; chemical education; gas and fuel chemistry; history of chemistry; industrial and engineering chemistry; medicinal chemistry; microchemical section; organic chemistry; paint and varnish chemistry; petroleum chemistry; physical and inorganic chemistry; sugar chemistry and technology; water, sewage and sanitation chemistry.

This Month's Cover

This month's front cover photograph for *Southwest Business*, designed by Parker-Griffith, emphasizes the importance to the South and Southwest of the American Chemical Society convention, which will be in session in Dallas this month.

The chemist in the cover photograph is Albert B. Green, assistant director of The Dallas Laboratories, 2411 South Harwood Street, one of several laboratories that are closely allied with the industrial development of Texas. The photograph was made in the laboratory of the firm. Helman Rosenthal, former chemist for the City of Dallas, is director of The Dallas Laboratories. The equipment shown in the photograph is part of that used for the control of manufacturing and industrial processes, as well as for various research problems.

The Dallas Laboratories have conducted research on problems ranging from the use of asphalt emulsions for road surfacing to the cause and remedy of spoilage in mayonnaise and salad dressings.

Frankfurt Finance Corporation Moves Into New Quarters

The Frankfurt Finance Corporation recently moved into its new office building, just completed at 710 North Pearl Street, and is in a position to offer a more complete program of automobile financing, loans and sales of both new and used cars.

Beginning as a leading independent used car dealer, the firm later entered the finance field and built up a trained and specialized personnel. Vic Frankfurt is president of the company, and most of his staff have been with him since the founding of the firm.

In the new location, the Frankfurt Corporation provides a large graveled lot where customers have drive-in privileges without time limit.

Chairs for Rent

FOLDING CHAIRS

Also Tables With Detachable
Legs for Conferences and
Public Meetings

**Cannon Ball Towel
Supply Company**

2011 Orange

Phone 2-9083

TRAVEL LESS THAN 1c PER MILE
Share Expense Plan
DESTINATION GUARANTEED

Garland Travel Bureau

We pick you up free anywhere...
25 Years in Dallas Transportation
Office: 715 Commerce Street 7-5656

**TAGS AUTO
STORAGE**
C-E-Z TAG COMPANY

1000 Main Street • Phone 2-2900
Cecil Rhodes DALLAS

SMITH DETECTIVE AGENCY
and
NIGHT WATCH SERVICE

610 N. Akard St. Phone 2-8781

FRED J. DUDLEY
ATTORNEY AND COUNSELLOR
AT LAW

General Civil Practice

207-9 Mercantile Bldg. • DALLAS, TEXAS

MOTORS TUNED

Motors overhauled from
stem to stern... Electrical
and Generator service...
Thirteen years in same lo-
cation.



**FRANK MALONE
GARAGE**

3128 Knox 5-4947



SMITH, PRINCE & HARRIS

Certified Public Accountants

Audits Federal Income,
Accounting Estate and Other
Systems Tax Service

1713 Republic Bank Building

DALLAS, TEXAS

2-6281

ADVERTISERS' INDEX

Acme Screen Company	17	Fabrix Mat Company	40	Oldham & Sumner Lumber Co.	41
Adleta Showcase & Fixture Co.	14	First National Bank	12	Outdoor Electric Company	17
Allen Building	44	Flower Mart	15	Parker-Griffith Company	32
American Associated Co.	44	Ford Motor Company	47	Perfection-Aire Corporation	26
American Beauty Cover Co.	41	Frankfort Finance Corporation	41	Philapenna Agency	28
Atlas Metal Works	16	Garland Travel Service	45	Photomats	40
Austin Engraving Co.	36	General Electric	2	Pig Stands, Inc.	41
Barrow-Wade-Guthrie	32	General Plumbing Supply	16	Pollock Paper Company	16
Beaumont Port Commission	29	Gilbert Engineering Co.	39	Reinhardt, I., & Sons	27
Bolanz & Bolanz	28	Guardian Life Insurance Co.	37	Republic Insurance Co.	36
Brewington Lumber Co.	44	Hawkins Tire & Battery Co.	40	Republic National Bank	21
Brown Cracker & Candy Co.	17	Hawley Company, The	17	Republic National Insurance Co.	37
Buffalo Engineering Company	40	Hedgecock Artificial Limb Co.	40	Seay & Hall	27
Cannon Ball Towel Supply		Hesse Envelope Co.	36	Seven-Up Bottling Co.	3
Carrier-Bock Corporation	34	Hilton Hotel	29	Skinnie & Jimmie	26
C-E-Z Tag Company	45	Honor Roll	4	Smallwood Cabinet Shop	41
Cities Service Oil Co.	41	Hoppe, Joe, Company	33	Smith Detective Agency	45
Dallas Air Conditioning Company	31	Hudson & Hudson	41	Smith-Price & Harris	45
Dallas Big Dallas Series	24, 25	Hundley, George J.	41	Smith, Wright K.	40
Dallas Broom & Mop Company	16	Johnson, John J.	41	Southwestern Blue Print Co.	41
Dallas Building & Loan Association	37	Kennedy Machine & Brass Works	16	Stewart Office Supply	39
Dallas Enameling Company	36	Lamar Street Foundry	17	Superior Photo Engraving Co.	28
Dallas Engineering Company	17	Lindsley, J. W.	3	Terminex Insulation Co.	45
Dallas Gas Company	43	Long, Lloyd M.	40	Texacone Company	16
Dallas National Bank	14	Malone, Frank, Garage	45	Texas Corrugated Box Co.	17
Dallas Power & Light Company	38	Marcy Lee Mfg. Co.	16	Texas Cut Stone Co.	16
Dallas Silversmithing Company	41	Mayfair Hotel	21	Texas Press Clipping Bureau	41
Dallas Tank & Welding Company	33	McElreath, Sam Ross	17 and 40	Tipton's Cleaners & Dyers	40
Dallas Towel Supply Co.	45	Metropolitan Building & Loan	27	Titus, W. E., Wholesale Co.	42
Dallas Transfer & Terminal Warehouse Co.	3	Metropolitan Business College	41	Trane Company	39
Dallas Vinegar & Blueing Co.	37	Miller Artificial Limb & Brace Co.	40	Vitalic Battery Co.	17
Dallas Zone Chevrolet Company	48	Morten Milling Company	16	Watson Company	45
Dillon Scale Repair	45	Murray Company	2	Weaver Spring & Bumper Co.	39
Dudley, Fred J.	45	National Hotels	3	Weaver Funeral Home	29
Dentler Maid Food Products	37	Neon Tube Sign Co.	41	Welcome Wagon	37
Ewing, S. L., Co.	41			Wilkinson Printing Co.	46

Chiefly as an *Economic Gesture*

U.S. Government
has ordered 1350
Copies of

*Let's Go
to the
Park*

for C.C.C. camps

Write
Wilkinson Co.
1717 Wood St.
Dallas, Texas
for sample copy

*What Helps
Business
Helps You!*

many who can afford the very best deprive themselves, in times like these, of the quality that they most appreciate. This attitude is an unnecessary sacrifice. If pride in individual achievement be stimulated, and if skilled labor be encouraged, men must be kept busy. The fact remains, that in buying the better quality of printing to stimulate your own business, one not only benefits himself but also helps to increase employment.

Contributed by WILKINSON PRINTING CO. for the printing industry of Dallas

***NOW*-Ford V-8 Trucks Fit Your Job Better Than Ever!**

4 WHEELBASES

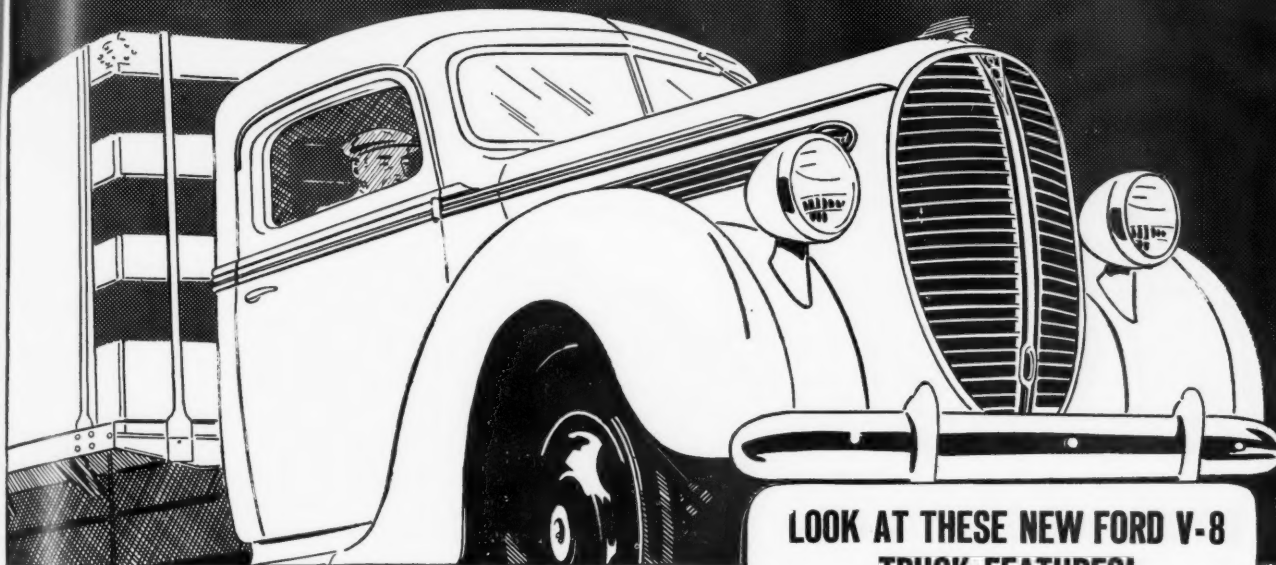
157-inch 1½ ton
134-inch 1½ ton (formerly 131½")
122-inch One-tonner. New this year!
112-inch Commercial Cars

2 ENGINE SIZES

60 H.P. engine available in 112" and one-ton units.
85 H.P. engine available in all units.

MORE BODY TYPES

The most complete line in Ford history. There is a Ford for practically every job.



Built in Texas by Texas Workers.

THE new Ford Trucks are ready to fit your individual hauling job with greater exactness than ever! There is an even broader range of wheelbases and body types this year, plus a choice of two V-8 engines.

There are more than two dozen units to choose from, ranging all the way from smart, speedy delivery cars to big, rugged 157" wheelbase trucks

built and powered for heavy duty. In addition all 1½ ton Ford V-8 units have a new frame width which makes it easier and more economical to mount special purpose bodies.

Improved in design and construction, bigger and more impressive, the new Ford V-8 Trucks are built to serve modern business at lowest all-around cost in Ford Truck history!

FORD V-8

TRUCKS AND COMMERCIAL CARS

**BUILT TO FIT YOUR
JOB—PRICED TO FIT
YOUR PURSE . . .**

*See Your
Ford Dealer*

LOOK AT THESE NEW FORD V-8 TRUCK FEATURES!

New, modern truck styling from bumper to bumper.

New frames and bodies of improved design and greater ruggedness.

Bigger brakes newly designed to stop loaded truck with less pedal pressure.

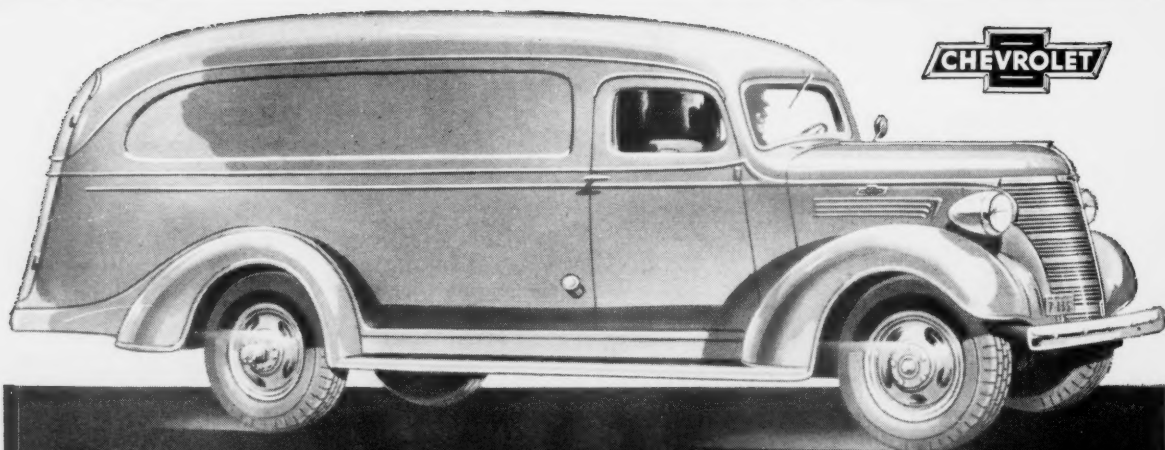
Worm and roller type steering gear, 18.2 to 1 ratio.

Larger, stronger spindles and spindle bolts on front axle.

7.50x20 tires for front and rear and with dual rear wheels now available as optional equipment at extra cost.

More comfort and new conveniences for drivers.

Other Ford V-8 Truck advantages including Full-floating rear axle—straddle-mounted pinion—torque-tube drive—radius rods—Centri-Force Clutch.



SAVE ALL WAYS

WITH MODERN, LOW-COST CHEVROLET TRUCKS

New 1938 Chevrolet trucks, modern in every detail of appearance, design and construction, lead in thrifty, cost-cutting economy. They save you money because of low first cost; they save with low operating cost; and they are durably built to save with low maintenance expense and by extra thousands of miles of satisfying service. To these economies, add the value of Chevrolet's powerful, brilliant-performing Valve-in-Head Truck Engine and the surpassing safety of Perfected Hydraulic Truck Brakes. Buy new Chevrolet trucks—and *save all ways*.

General Motors Installment Plan—Convenient, Economical Monthly Payments. A General Motors Value.

SIX CHASSIS MODELS
Light Delivery, $\frac{1}{2}$, $\frac{3}{4}$, 1, $1\frac{1}{2}$ Tons
(131 $\frac{1}{2}$ - and 157-inch wheelbases)

FIVE WHEELBASE LENGTHS
112-inch to 157-inch

FAMOUS VALVE-IN-HEAD
TRUCK ENGINE

PERFECTED HYDRAULIC
TRUCK BRAKES

*FULL-FLOATING REAR AXLE

EXTRA-STRENGTH FRAME

*FOUR-SPEED TRANSMISSION

MODERN STYLING

* $1\frac{1}{2}$ -Ton Models

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICH.

CHEVROLET

"THE THRIFT-CARRIERS FOR THE NATION"

